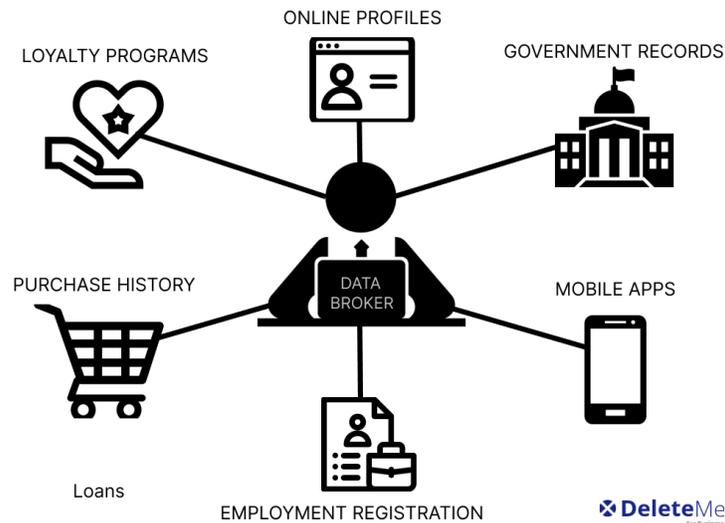




West Virginia State Privacy Office

Privacy Tips

March: Opting Out of Data Brokers



As a government employee, your name and role are often part of the public record, but your home address and cell phone number shouldn't be easily accessible to everyone with a search engine. Data brokers scrape public records to create "people search" profiles.

For public servants, this is a safety risk. "Spring cleaning" your privacy means demanding these companies remove your information from their searchable databases.

Your Action:

- Search for your name plus your city and state on Google.
- When you see a site like Whitepages or Spokeo listing your info, look for the "Opt-Out" or "Privacy" link at the bottom of their page.
- It is a manual process, but it is the most effective way to "un-list" yourself from the public square.

**Note: Your agency/bureau/department/division may have specific requirements – always check your policies and procedures. If you have questions, contact your Privacy Officer.*