



Exposed Data, Real-World Risk

Why Privacy Is a Public Safety Issue

Presenter:

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Why You, Why now?

- **84% of state legislators reported being insulted in the past year**
 - **76% reported being harassed**
 - **44% reported having been threatened.**



The Severity of Threats



2024

New York Attorney General received **death threats via text message to her personal cell**, demanding she cease actions in a civil fraud case against former President.



2025

A man made dozens of **"swatting" calls against six Georgia lawmakers** as well as state and federal officials.



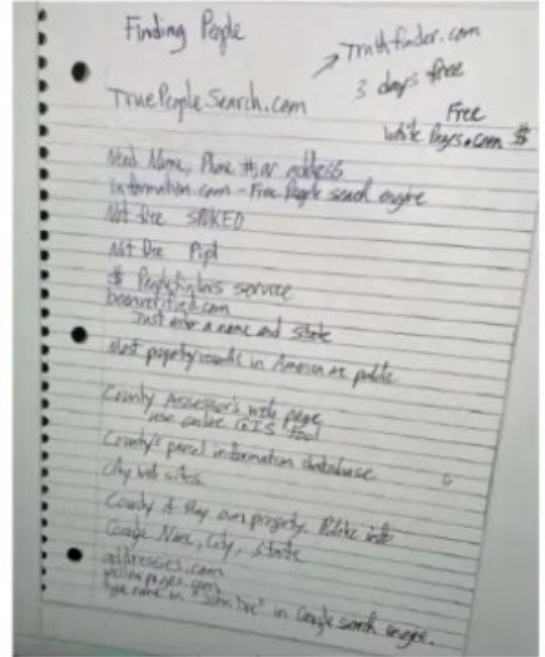
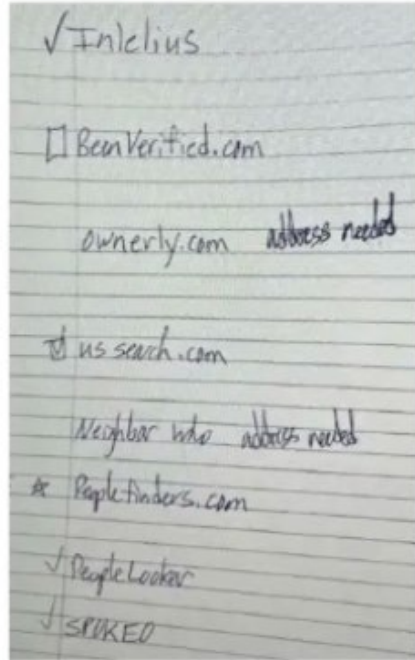
2025

A California man was charged for sending **death threats to Maricopa County Recorder Stephen Richer, after the 2022 election certification, vowing violent retaliation.**



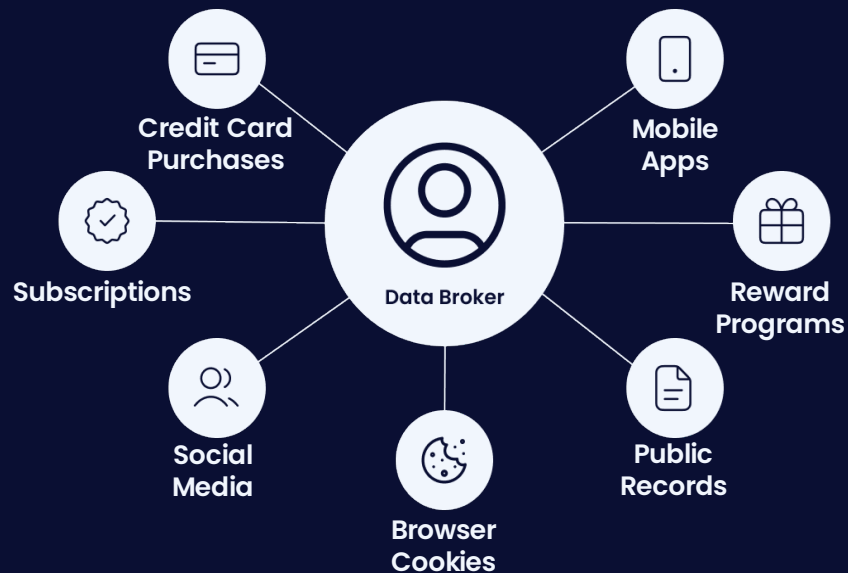
Data Brokers are the Problem

June 15, 2025: Image from the FBI affidavit, Boelter's notebook listed 11 mainstream people search platforms for finding people's home addresses and other personal information, like phone numbers and relatives.



Pages from Boelter's notebook

Data Brokers collect & expose your personal information online without consent



FamilyTreeNow.com HOME SEARCH MY TREE [Start Family Tree](#)

Research your family tree and genealogy for free!

first name

last name

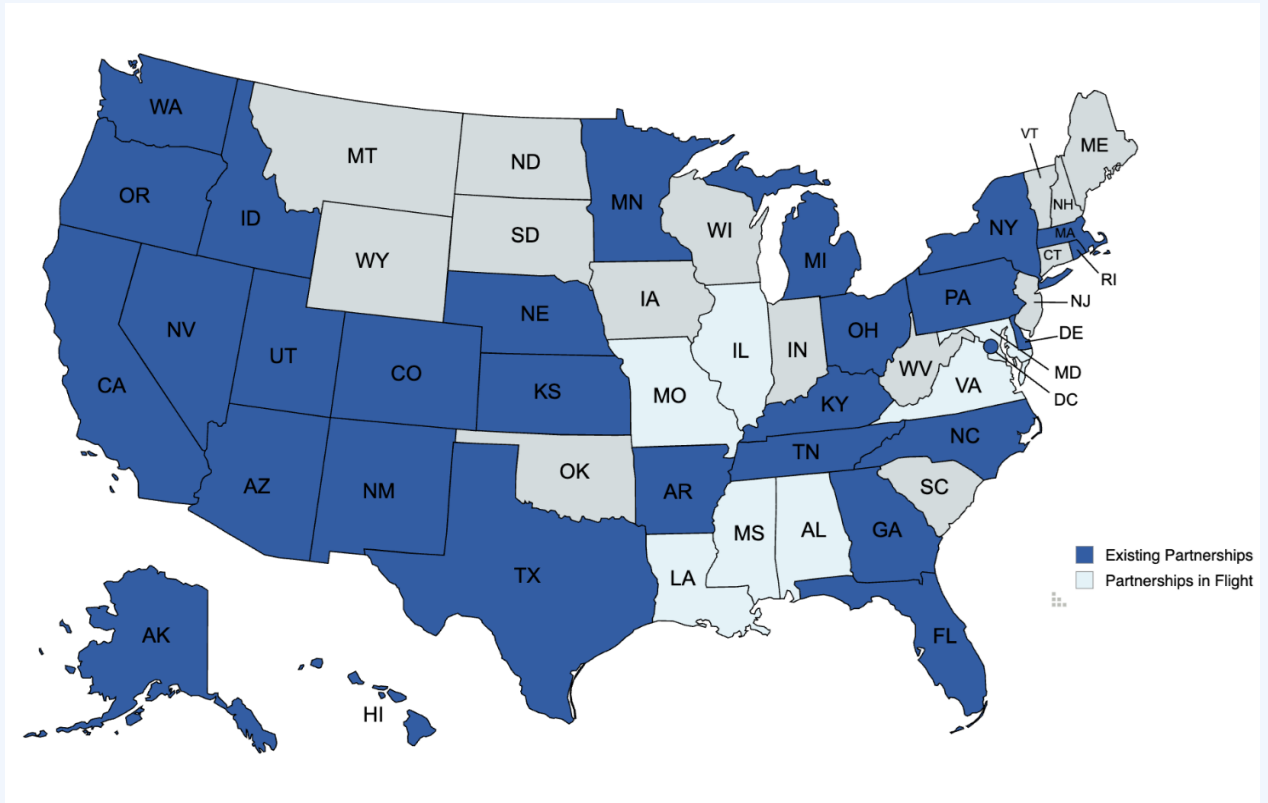
city, state

Search Records



Free People Search Sites make it easy for people to find you and your family

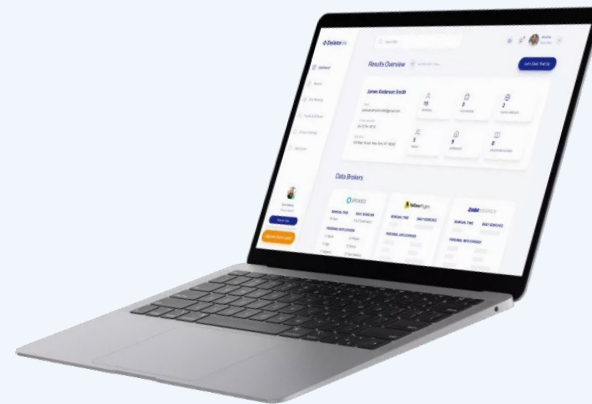
Current Partnerships





A Human Centric Approach to Privacy Protection & Cybersecurity

DeleteMe is the #1 Privacy Tool Trusted By the Public Sector



What makes DeleteMe different?

Process

- Automated scans/removals
- Human assisted removals
- Manual opt-out validation
- Continuous Monitoring
- U.S. Data Access only
- SOC2 Type 2 Compliant

Platform

- Central Admin portal
- Fast, frictionless deployment
- Secured member dashboard
- Single sign-on
- Detailed reporting
- Account delegation

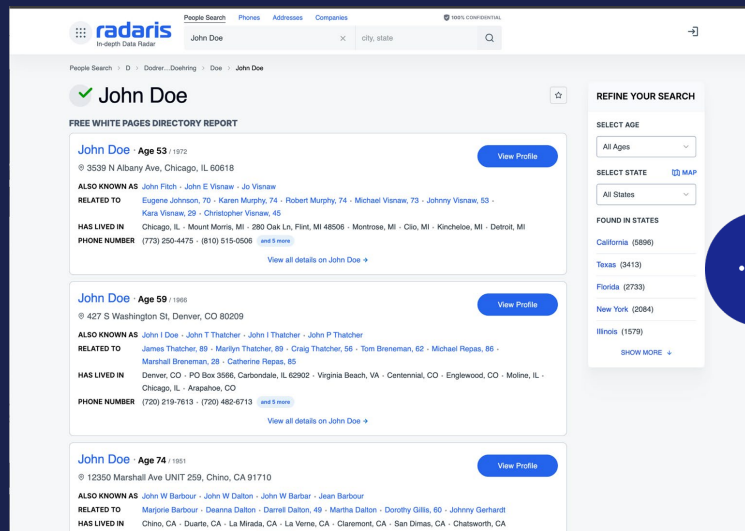
Partnership

- Dedicated Privacy Team
- Training & Best Practices
- Regular program review
- Adoption assistance
- Escalation
- 24/7 threat response

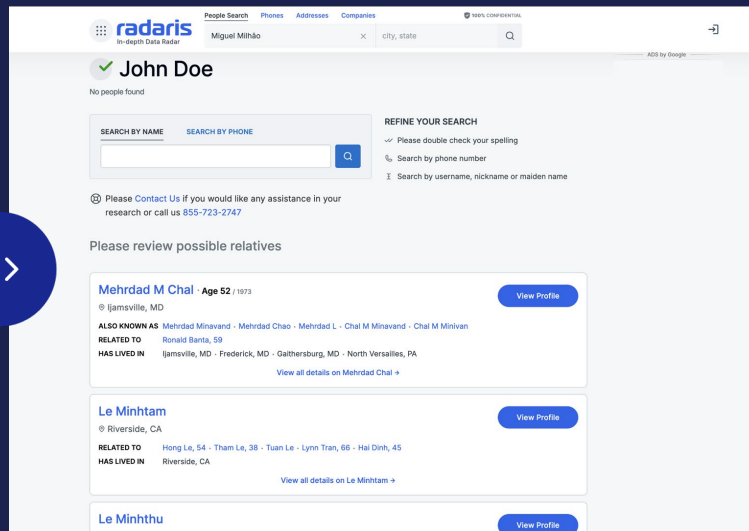


Personal Data Brokers: e.g. Radaris,

Personal data brokers expose a variety of sensitive personal information including family members, date of birth, home addresses, and contact details. DeleteMe takes these down and keeps them down.



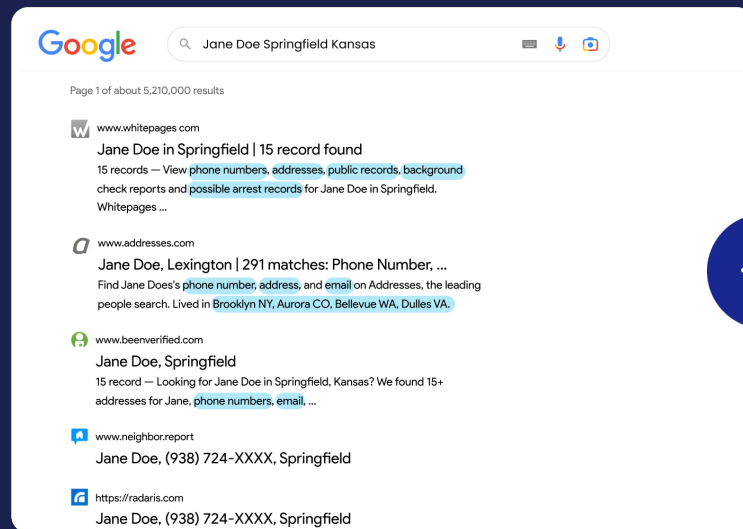
Before: Free and publicly accessible profiles of you



After: Entire profile removed from broker website

Search Engine Results: e.g. Google, Bing

Search results pages often expose PII from these data broker website directly, even after removals, as cached results. DeleteMe will scrub results proactively and quickly.



Google search results for "Jane Doe Springfield Kansas". The search bar shows the query. Below the search bar, it says "Page 1 of about 5,210,000 results". The results list several entries from different websites, each showing personal information:

- www.whitepages.com**: Jane Doe in Springfield | 15 record found. 15 records — View phone numbers, addresses, public records, background check reports and possible arrest records for Jane Doe in Springfield. Whitepages ...
- www.addresses.com**: Jane Doe, Lexington | 291 matches: Phone Number, ... Find Jane Does's phone number, address, and email on Addresses, the leading people search. Lived in Brooklyn NY, Aurora CO, Bellevue WA, Dulles VA.
- www.beenverified.com**: Jane Doe, Springfield. 15 record — Looking for Jane Doe in Springfield, Kansas? We found 15+ addresses for Jane, phone numbers, email, ...
- www.neighbor.report**: Jane Doe, (938) 724-XXXX, Springfield
- https://radaris.com**: Jane Doe, (938) 724-XXXX, Springfield

Before: Personal data easily accessible in search results pages



Google search results for "Jane Doe Springfield Kansas". The search bar shows the query. Below the search bar, it says "Your search - Jane Doe Springfield Kansas - did not match any documents." and "Suggestions:":

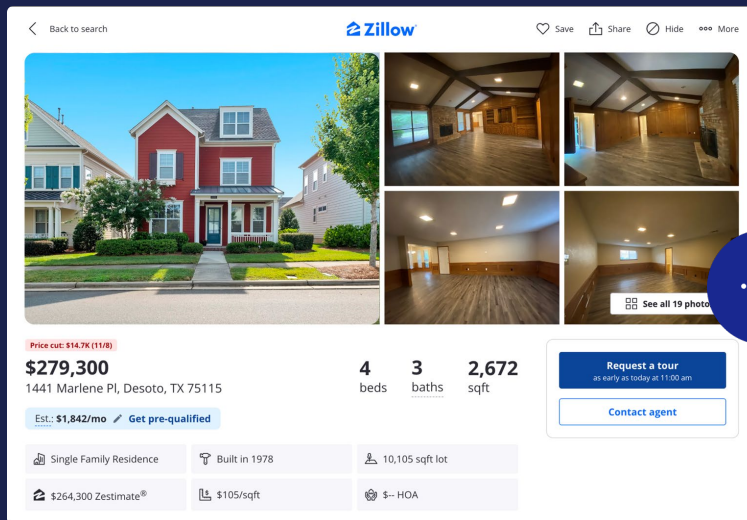
- Make sure that all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

Below the suggestions, the Google logo is displayed with the text "1 2 Next" below it.

After: Cached results removed from search indexes

Real Estate Listing Removals: e.g. Zillow

Real estate sites expose your home. DeleteMe finds them and removes them.



Back to search

Zillow

Save Share Hide More

Price cut: \$14.7K (11/8)

\$279,300

1441 Marlene Pl, Desoto, TX 75115

Est.: \$1,842/mo Get pre-qualified

Single Family Residence Built in 1978 10,105 sqft lot

\$264,300 Zestimate® \$105/sqft \$- HOA

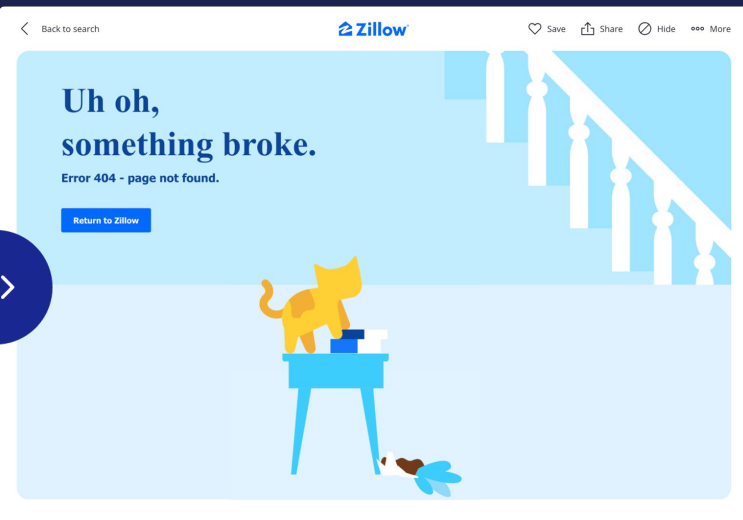
4 beds 3 baths 2,672 sqft

Request a tour as early as today at 11:00 am

Contact agent

See all 19 photos

Before: Easily accessible photos of yard, home, entryways, and interior



Back to search

Zillow

Save Share Hide More

Uh oh,
something broke.

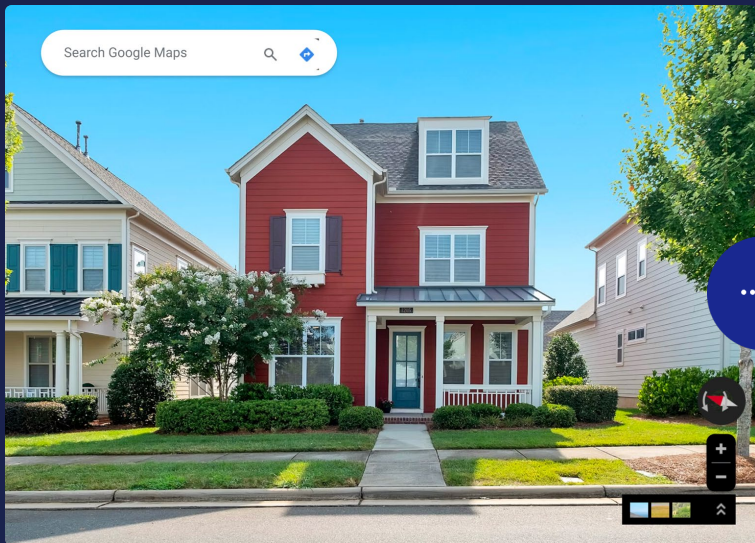
Error 404 - page not found.

Return to Zillow

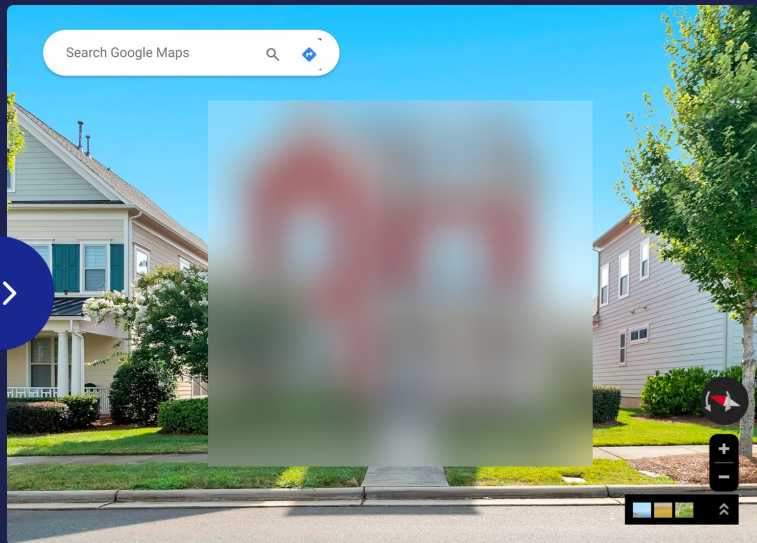
After: Complete removal of real estate listings

Street View Masking: e.g. Google, Apple, Bing Maps

Street View links images to addresses, risking privacy. DeleteMe blurs your home images.



Before: Publicly accessible images of your home



After: Blurred home images




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H.B. 538 Protection of State Official or Employee Personal Information

Bill Text	Status	Hearings/Debate
Enrolled Printer Friendly PROTECTION OF STATE OFFICIAL OR EMPLOYEE PERSONAL INFORMATION 2024 GENERAL SESSION STATE OF UTAH Chief Sponsor: Kera Birkeland Senate Sponsor: Michael S. Kennedy	H.B. 538	Bill Sponsor:  Rep. Birkeland, Kera Floor Sponsor:  Sen. Kennedy, Michael S. Substitute Sponsor: Rep. Birkeland, Kera Drafting Attorney: Patricia Owen Fiscal Analyst: Heidi Jo Tak


UTAH
 An official website


Utah Cyber Center

[Home](#)
[Report a Breach](#)
[Domain Requests](#)
[Gov. Official PII Removal](#)
[Resources](#)
[ISAC](#)
[Cybersecurity Tips](#)
[Knowledge Base](#)
[Contact Us](#)

[UtahID Sign In](#)

Removal of State Elected Official or Cabinet/Senior Staff Personal Identifying Information

State Elected/Cabinet Officials

In accordance with Utah Code §[63A-16-109](#) State elected officials and cabinet level officials or senior staff of the Governor whose life or safety has been threatened in the course of performing the individual's state duties may submit for removal of their personal identifying information from the open web.



How DeleteMe Helps

Reduced Risk	• Home address • Phone number • Email address • Family members • Photos • Location Data
PII Protection	• Inappropriate Communication • Threats of Violence • Harassment • Doxing • Swatting • Physical Harm
Peace of Mind	• Improved health and well being • Reduce employee turnover • Time saved with reduction of spam & robo calls/texts
Network Security Risk	• Reduce Phishing & Spear-Phishing • Protect personal devices and networks • Reduce attack surface for org improving overall cyber security posture
Proactive Approach	• Stop Social-Engineering attacks from the start • Take responsibility away from employees • Track exposure to improve awareness
Cost Savings	• Reduces number of phishing emails & spear-phishing attempts • Reduces risk of down time • Reduces risk of cyber attack such as ransomware



