



U.S. Army Information Technology Agency (ITA)

Strategic Communication Message, February 28, 2011, ITA, Pentagon, Washington, DC

Protecting Your Privacy from Spokeo.com

ITA is pleased to provide this information update as part of our commitment to information assurance awareness.

Spokeo.com is a website that collects data from many different sources such as phone directories, social networks, marketing surveys, mailing lists, government censuses, and real estate listings regarding individuals. This type of a website is known as an aggregator site, and collects information from multiple sources. The aggregated information may include demographic data, and estimated property and wealth values. The website provides the following ways in which to search for a user: Name, Email, Phone, Username, and Friends.

The search for person's name returns personal information on the individual's age, marital status, name of spouse, and types of hobbies. In addition, the search also provides the complete home address, telephone number, description of the residence in terms of the property value, how long the individual has lived at that address, the number of people in the house-hold and an approximate credit score. All of this information is provided free of charge. Ad-ditional detailed information is available for a monthly subscription fee.

A 10 digit telephone search results in the person's name, address with an aerial photo of the residence, and in some cases, the median household income.

An email search of an individual provides information regarding the person's online activity such as blog postings, photos, and social networking sites associated with the email address.

How can you protect yourself?

Users can protect their personal information from being available on this website by using <http://www.spokeo.com/privacy> to remove a listing. The user will have to provide the URL that was returned by the search and follow the instructions provided to complete the removal process. Separate removal requests need to be submitted for the Name, Email, Phone, Username, and Friends searches. Currently there is a message on the website that limits the number of removal requests that can be completed on the same day.

ESS-P delivers periodic information assurance awareness updates as a customer service from ITA.

For any questions related to this notification, please contact ITA Information Assurance at:
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Creating Connections