



*The Women's Bar Association
of the State of New York*

presents

*Convention 2025
Continuing Legal Education Series*

**Under Wraps:
Managing Your Digital Footprint**

May 17, 2025
8:45 am - 9:45 am

Presenter: Tasha O. Kates, Esq.



Under Wraps


Managing Your Digital Footprint



Disclaimer

Concerning, but fixable!

This presentation will explain
how easy it is to find our
personal information online
AND teach you how to
protect yourself and your
vulnerable clients from the
sites most people use to
find information.



Free personal information that can be found online

- Home address
- Phone numbers
- Email addresses
- Social media profiles/pictures/videos
- Information about your relatives and friends
- Political party
- Pending criminal cases
- Anything someone else has posted about you



" AND NOW, FOR MY NEXT TRICK, I WILL GUESS
YOUR NAME, ADDRESS, DATE OF BIRTH,
BANK ACCOUNT BALANCE AND WHERE
YOU HAVE THAT SPECIAL TATTOO! "



I see you...

A guided tour of how
easy it is to find
information about
people online.

Lookup anyone, research your family tree & genealogy for free!

Name

Phone

Address

Jane



Smith



Search Records

or [start your free family tree](#)



1 Record for Jane Smith

People Records

 PUBLIC RECORDS

[View Details →](#)

NAME: **Jane Smith**

BORN: [REDACTED]

AGE: [REDACTED]

LIVES IN: [REDACTED] NY

LIVED: [REDACTED], NY, [REDACTED] NY,
[REDACTED] NY, [REDACTED]

RELATED: Anne [REDACTED], Heidi [REDACTED], Jay [REDACTED]
[REDACTED], Kyle [REDACTED]

Full Name **Jane Smith**

Born [REDACTED]

Age [REDACTED]

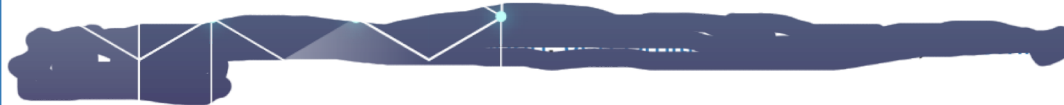
Full Background Report

Sponsored by PeopleFinders.com

- Arrest & Criminal Records
- Misdemeanors & Felonies
- Registered Sex Offender Check
- Warrants & Police Records
- Nationwide Court Records
- Evictions & Foreclosures
- Marriage & Divorce Records
- Bankruptcies, Liens & Judgments
- Assets & Properties
- Business Records
- Professional Licenses
- Social Media Records

[View Full Background Report](#)

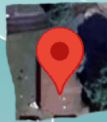
Associated Names



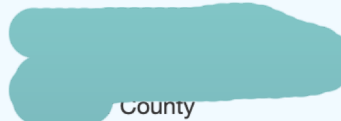
Current Address



County
(Jan 2019 - Feb 2025)



Past Addresses



County
(Jan 2017 - Aug 2024)



County
(Aug 2011 - Jan 2023)



County
(Oct 2011 - Mar 2024)



r County
(Aug 2011 - May 2023)



County
(Jul 2004 - Aug 2024)



County
(Aug 2001 - Mar 2024)

[View All Addresses](#)

Phone Numbers



- Wireless

Last reported Feb 2025
Verizon Wireless

Possible Primary Phone



- Wireless

Last reported Sep 2011
Verizon Wireless



- Wireless

Last reported Apr 2021
Verizon Wireless



- Landline

Last reported May 2021
Verizon New York



- Landline

Last reported May 2021

Possible Relatives

Anne

Age 61, Born Jun 1963

Heidi

Age 60, Born Jan 1965

Jay

Deceased

Kyle

Age 38, Born Jun 1986

Morris

Age 58, Born Jul 1966

Morris

Age 58, Born Jul 1966

Shawn

Age 63, Born Feb 1962

Allison

Age 29, Born Jul 1995

Andrea

Age 81, Born Feb 1944

Anne

Age 86, Born Nov 1938

Annette

Age 52, Born Sep 1972

Cheryl

Age 63, Born Nov 1961

[View All Relatives](#)

Possible Associates

Robin

Age 34, Born Oct 1990

Brian

Age 37, Born Jan 1988

Angela

Age 42, Born Oct 1982

Barbara

Age 63, Born Jun 1961

Betsy

Age 57, Born Nov 1967

Cheryl

Age 46, Born Nov 1978

Francis

Age 84, Born Oct 1940

Gavin

Age 33, Born Jun 1991

Georgia

Age 91, Born Feb 1934

Holly

Age 53, Born May 1971

Judith

Age 59, Born Oct 1965

Lyndsey

Age 51, Born May 1973

[View All Associates](#)

Email Addresses

[REDACTED]@gmail.com

[REDACTED]@aol.com

Phone Numbers

[REDACTED] - Wireless

Last reported Feb 2025
Verizon Wireless

Possible Primary Phone

[REDACTED] Wireless

Last reported Sep 2011
Verizon Wireless

[REDACTED] - Wireless

Last reported Apr 2021
Verizon Wireless

[REDACTED] - Landline

Last reported May 2021
Verizon New York

[REDACTED] - Landline

Last reported May 2021
Verizon New York



Going back in time

A limited historical
look at our personal
information

BARTENS & RICE,
20 JOHN STREET, (Up Stairs,) NEW YORK,
IMPORTERS AND MANUFACTURERS OF
FINE WATCHES, DIAMONDS,
Artistic Jewelry, Silverware, and French Clocks.
SOLE AGENTS IN THE U. S. FOR THE CELEBRATED
NICOLE, NIELSEN & CO. LONDON WATCHES,
AND FOR THE
STAR WATCH COMPANY, GENEVA.

These Watches have received the Highest Prizes at the International Exhibitions in LONDON, PARIS, VIENNA, PHILADELPHIA, and SYDNEY; they are the best time-keepers in the market.

Fine Watches made to order and adjusted in temperature and positions.
Key winding Watches made into Stem-winders.



"BLAKE'S CHALLENGE" ROCK BREAKER,
OR,
Sectional Cushioned Crusher.

Patented, November 18th, 1879.

The latest improved, most economical and reliable Crusher ever offered to the public for Crushing Ores, breaking stone for Mac Adam Roads, Concrete, &c., &c.

All strains are upon wrought iron or steel. Awarded Medal of Superiority by Judges at American Institute Fair, New York, December 1879, where it was exhibited in competition with our old form Crusher.

Adopted by leading Mining, City, and Railway Corporations.

Caution.—Parties are cautioned against purchasing machines of our old forms which, after slight changes, are advertised as "latest and most approved Blake Stone and Ore Crushers." We are the exclusive owners of important patents on these Crushers which are still in force.

Address,

BLAKE CRUSHER CO.,
NEW HAVEN, CONN.

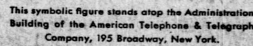
1870s - The City Directory

Directories listed
some individuals and
businesses with
telephones

1940 ISSUE

LIST NUMBERS FREQUENTLY CALLED

For rates to additional points and further information see pages 8 to 10.



An attractive booklet for listing frequently called telephone numbers is yours for the asking. Just call the Business Office (Dial 811):



- Alphabetical order
- The White Pages – residential listings
- The Yellow Pages – business listings
- The relatively unknown Grey Pages – early reverse phone listings available to the government and commercial businesses for a fee

From paper to bytes

Why phone books fell out of favor

- The increasingly availability of the Internet in the '90s made it easier to find information about businesses online
- The increased popularity of cell phones in the '90s and '00s meant fewer numbers were listed
- Cell phone numbers were initially private to prevent telemarketers
- Portability of cell phones/address switches meant White Pages listings were unusable
- Cities like San Francisco began to outlaw them because they were being distributed indiscriminately
- Phone books were ad-driven in the Yellow Pages, and ad revenue dropped as the books became less popular





Finding Jane Smith


Where is our personal
information hiding
online and why?



People Finder Sites (AKA Modern White Pages)

Websites, many of which are free, that allow someone to search for you by name, address or phone number. This information obtained by data brokers.

Examples: Whitepages.com, Spokeo, ZabaSearch, FamilyTreeNow, TruePeopleSearch



Data Brokers

A \$200 billion industry

These companies scrape information from public records, social media, third-party sources, and other data broker sites.

Data broker sites are vague about how they get information.

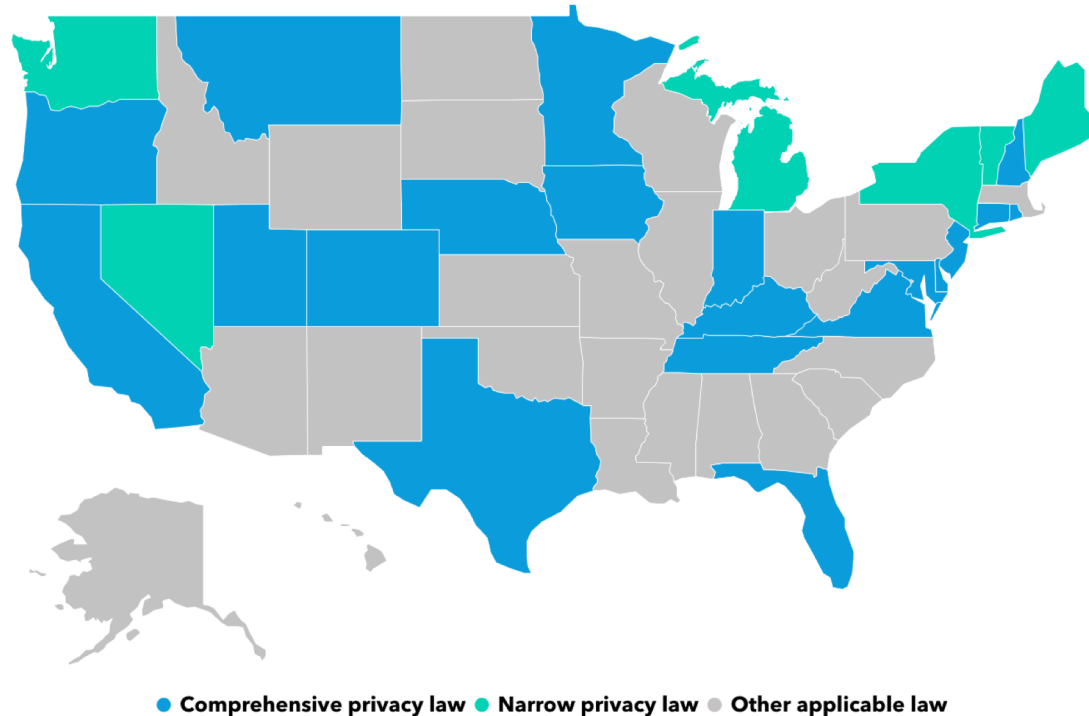
Find them here:
<https://privacyrights.org/data-brokers>

Laws on Data Brokers

- U.S. Federal Laws – None, sort of.
- Protecting Americans' Data from Foreign Adversaries Act of 2024 (PADFA) restricts data brokers from selling sensitive data to foreign adversaries or entities controlled by them enforced by the Federal Trade Commission (FTC)

State Laws on Consumer Privacy

U.S. states with consumer data privacy laws



New York – piecemeal laws

General Business Law § 349:

Prohibits businesses from engaging in deceptive or misleading practices.

Businesses must ensure their privacy-related statements and practices are accurate and not misleading.

Stop Hacks and Improve Electronic Data Security Act (SHIELD Act)

General Business Law 39-F § §899-AA (updated 12/24) and 899-BB

Business that have personal data on NY residents must implement reasonable cybersecurity protections to prevent data breaches. New 30-day requirement.

New York State Technology Law § 208 (updated 12/24)

Expanded definition of private information.

Proposed Changes

December 2024: The Consumer Financial Protection Bureau (CFPB) proposed a rule to limit the sale of personal identifiers like SSNs, phone numbers and income. It suggests that Data Brokers be treated as consumer reporting agencies under the Fair Credit Reporting Act. This would require consumer access to information, safeguards, and place accuracy requirements on them.

Thanks, California

The California Consumer Privacy Act (CCPA)

CCPA limits the sale of personal information.

Most people search sites now include a “Do not sell my personal information” requirement.

Before CCPA, finding out how to remove yourself from websites was difficult.

For now...

Notice

US Search does not provide consumer reports and is not a consumer reporting agency under the Fair Credit Reporting Act. We provide information (criminal record, address, phone number, property, civil judgment, and more) that can be used to satisfy your curiosity, protect your family, and find the truth about people in your life. To use our site you must certify below **by selecting "I Agree"** to our [PRIVACY POLICY](#) and [TERMS OF USE](#) and will NOT use our site or the information we provide:

- (1) to make decisions about or in connection with hiring, promoting, reassigning, or continuing to employ any person, including current or potential volunteers and household employees such as childcare workers, contractors, or home health aides;
- (2) to make decisions about or in connection with renting or selling a house, apartment, or other residential property to any person;
- (3) to make decisions about or in connection with lending money or extending credit to any person;
- (4) in connection with the underwriting of insurance;
- (5) for any purpose related to any eligibility determination about a person; or
- (6) for any other purposes that would require FCRA compliance.

☐

I Agree



Social Media

The Information We Share Can Come Back to

About

Overview

Work and education

Places lived

Contact and basic info

Family and relationships

Details about you

Life events



Account privacy



Private account



When your account is public, your profile and posts can be seen by anyone, on or off Instagram, even if they don't have an Instagram account.

When your account is private, only the followers you approve can see what you share, including your photos or videos on hashtag and location pages, and your followers and following lists. Certain info on your profile, like your profile picture and username, is visible to everyone on and off Instagram. [Learn more](#)

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"How am I? I don't know, let me check Google."

Online searches

Just your name is enough, but Internet sleuths can connect the dots to find even more of your personal information.



Local Websites/News Sites

- Clients and attorneys in the news
- Blogs/feeds
- Images taken at community events
- Participation in City/Village Councils
- Professional events



Professional Investigative Tools

- Tracers
- IRBsearch
- TLOxp
- IDI
- Experian
- SkipSmasher

How to Disappear

WWW.ANDERSTOONS.COM



"He was a very, very private man."

© MARK ANDERSON, WWW.ANDERSTOONS.COM



"I'm updating my privacy policy."



Individual Opt Out

The materials include a hyperlinked document where you can remove yourself from most of the major people search sites.

Deactivation/Cleanup

- Remove private information from social media and other sites
- Delete old accounts, including unused email addresses
- Contact agencies that are posting your information
- Push down/remove bad Google results



Reputation and Privacy Services

- Delete Me
- Easy Opt Outs
- Reputation Defender
- Other options



"HOW WOULD YOU LIKE TO PAY FOR YOUR PURCHASE TODAY- CASH, CREDIT OR PERSONAL INFORMATION?"

Other Methods

- Store loyalty cards
- VPN
- Location services
- Cookies (the online kind only)
- Online purchases



Any questions?

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attorneytashakates@gmail.com

781-667-4116

Links to Remove Yourself From People Finder Websites – Valid as of March 2025

Opt Out from Individual Sites

LexisNexis – [Opt-out](#)

Intelius.com - [Opt-out](#)

Whitepages.com - [Opt-Out](#)

Spokeo.com - [Opt-out](#)

Zabasearch.com - [Opt-out](#)

Familytreenow.com – [Opt-out](#)

Truepeoplesearch.com – [Opt-out](#)

Fastpeoplesearch.com – [Opt-out](#)

Acxiom.com - [Opt-out](#)

MyLife.com – [Opt-out](#)

BeenVerified.com – [Opt-out](#)

Peekyou.com - [Opt-Out](#)

USSearch.com - [Opt-Out](#) Uses a two step process for user and public data

PeopleFinders.com - [Opt-Out](#)

PeopleSmart.com - [Opt-Out](#)

USA-People-Search.com - [Opt-Out](#)

DOBSearch.com – [Opt-Out Process](#) This site may not be in compliance with CCPA.

Radaris.com - [Opt-Out](#)

More Resources

Experian Personal Privacy Scan (free for first use) [Here](#)

The New York Times's Guide to Doxxing Yourself [Here](#)

Extreme Privacy Workbook with Opt-Out Guides [Here](#)

Delete Me DIY Opt-Out Guides [Here](#)