

Get your name off the internet. *Twice a year.*

A recurring privacy sweep for public-facing marketers. This guide turns a tedious manual chore into a documented, repeatable Claude workflow — it scrubs your home address, phone number, and old addresses off 20+ people-search and data-broker sites, then keeps it that way with a standing six-month check-in.

WHY THIS IS A MARKETING PROBLEM, NOT JUST A PRIVACY ONE

If you're the face of your brand — on camera, on a byline, on a speaker stage — your name is already a marketing asset. Data brokers treat it the same way: they scrape it, attach it to your home address and phone number, and resell it as a "people search" listing to anyone who searches you.

That's more than an inbox full of spam. Public-facing marketers, founders, and creators are disproportionately targeted for doxxing, impersonation, and harassment, and a five-second people-search lookup is usually where it starts. Cleaning that up is reputation management — it just happens to look like a chores list.

The catch: opt-outs don't stick. Brokers resell data to each other, so a listing you removed in January can quietly reappear by July. That's why this is written as a twice-a-year sweep, not a one-time project.

WHAT YOU'LL NEED

BEFORE YOU START

- Your info, gathered in one place: full legal name (plus any variants — maiden name, suffixes like Jr./III, nicknames you've used publicly), current address, phone number, and any prior cities or addresses you've lived at.
- Claude, with browser control enabled (the Claude in Chrome extension, or your assistant's equivalent) — this is what lets Claude search each site and fill out opt-out forms on your behalf.
- About 2–3 hours for the first full sweep across all sites. Every run after that is closer to 20–30 minutes, since you're only chasing new or reappeared listings.
- A window where you can stay nearby. You'll still need to personally clear CAPTCHAs, phone verification codes, and email confirmation links — Claude will pause and hand those back to you.

GROUND RULES TO GIVE CLAUDE, EVERY TIME

- Never enter payment info, and never create a paid account to force a removal.
- Only search for and submit *your own* information — nothing about family, coworkers, or anyone else.
- Pause and ask before any CAPTCHA, phone verification, or email confirmation step — those require you personally.
- If a site demands something you haven't provided (a photo ID, an email login, a notarized letter), skip it, log it, and ask you rather than guessing.

HOW THE SWEEP WORKS

- 1** Claude builds a tracker first
Before touching a single site, Claude creates a running log — Site, Status, Date Submitted, Confirmation Received, Notes — so nothing gets lost and every future run has a paper trail.
- 2** Claude works through the list in order
For each site: search for your listing using the info you gave it, and if found, submit the removal or opt-out request through the site's own form.
- 3** Claude pauses at the human-only steps
CAPTCHAs, phone verification, and "click the link we emailed you" — Claude flags these and waits for you rather than guessing or skipping silently.
- 4** The tracker gets updated after every site
So you can close the laptop mid-list and pick up exactly where you left off.
- 5** Six months later, it runs again — checking for reappeared listings
Same list, same tracker. Anything that crept back gets re-submitted and logged.

SITE	STATUS	DATE SUBMITTED	CONFIRMATION RECEIVED	NOTES
BeenVerified	—	—	—	—
Spokeo	—	—	—	—
Whitepages	—	—	—	—

THE PROMPT — COPY, FILL IN YOUR INFO, PASTE INTO CLAUDE

This is the exact structure that runs the sweep end to end: your info, the ground rules, and the two tiers of sites on the next page. Fill in the bracketed parts and hand the whole thing to Claude.

DATA BROKER REMOVAL TASK

My info (use this to find and remove MY listings only):

Name: *[Your full legal name, plus any variants]*

Address: *[Your current street address, city, state, ZIP]*

Phone: *[Your phone number]*

Prior locations that may appear: *[Any previous cities/addresses]*

Create a file called broker-optout-tracker.md with a table: Site | Status | Date Submitted | Confirmation Received | Notes.

Then work through the sites below in order using Claude in Chrome. For each: search for my listing, and if found, submit the removal/opt-out request.

Pause and ask me whenever a captcha, phone verification, or email confirmation is required. Update the tracker after each site.

TIER 1: [see facing page]

TIER 2: [see facing page]

If any opt-out page has moved, check the current URL at github.com/yaelwrites/Big-Ass-Data-Broker-Opt-Out-List before giving up.

RECURRING BEHAVIOR: When this runs on schedule, first read broker-optout-tracker.md. If the last full check was less than 180 days ago, reply "Not due yet" and stop. Otherwise, re-search every site for my info. If a listing has reappeared, resubmit the opt-out and log it. Finish with a short summary of what was found, removed, and still pending.

RULES: Never enter payment info. Never create paid accounts.

Only submit MY information listed above. If a site demands info I haven't provided (like a photo ID or email login), skip it, note it in the tracker, and ask me.

THE SITE LIST

Two tiers, ordered by impact. Tier 1 covers the sites people search most often; Tier 2 catches the rest. URLs occasionally move — if one 404s, check github.com/yaelwrites/Big-Ass-Data-Broker-Opt-Out-List for the current link before giving up on that site.

TIER 1 — HIGHEST TRAFFIC

SITE	OPT-OUT PAGE
BeenVerified	beenverified.com/app/optout/search
Intelius	suppression.peopleconnect.us/login
Spokeo	spokeo.com/optout
Whitepages	whitepages.com/suppression_requests
Radaris	radaris.com/control-privacy
MyLife	mylife.com/privacyrequest
SmartBackgroundChecks	smartbackgroundchecks.com/optout
CheckPeople	checkpeople.com/opt-out
ClustrMaps	clustrmaps.com/bl/opt-out
Nuwbcr	nuwber.com/removal/link
ThatsThem	thatsthem.com/optout

TIER 2 — SECONDARY LAYER

SITE	OPT-OUT PAGE
FamilyTreeNow	familytreenow.com/optout
FastPeopleSearch	fastpeoplesearch.com/optout
USPhoneBook	usphonebook.com/opt-out
TruePeopleSearch	truepeoplesearch.com/removal
Advanced Background Checks	advancedbackgroundchecks.com/removal
Acxiom	acxiom.com/optout
SearchPeopleFree	search current URL — see list above

UnMask	search current URL - see list above
Cyber Background Checks	search current URL - see list above
VoterRecords	search current URL - see list above
Veripages	search current URL - see list above

PUT IT ON A STANDING SCHEDULE

The whole point of the "RECURRING BEHAVIOR" block in the prompt is that you don't have to remember to run this. If your Claude setup supports scheduled tasks (Cowork mode does), ask it directly:

SAY THIS ONCE, AFTER THE FIRST SWEEP FINISHES

- "Schedule this data broker opt-out sweep to run again in 6 months, and give me a short summary when it's done."

From then on, each run reads its own tracker first. If the last full check was under 180 days ago, it reports "not due yet" and stops — so you can trigger it early without worrying about spamming every site again.

WHAT "DONE" DOESN'T MEAN

A submitted opt-out isn't an instant removal. Most brokers take anywhere from a few days to a few weeks to actually clear a listing, and some require you to click a confirmation link in an email before the request even starts processing — that's one of the moments Claude will hand back to you.

Expect some listings to reappear between sweeps. That's normal, not a failure — brokers buy and resell data from each other, so a name suppressed at one source can resurface through a different one. The twice-a-year cadence exists specifically to catch that drift before it turns into a live phone number and home address showing up in a five-second search.

TRY IT YOURSELF

Download this guide and load it into Claude with the prompt: *"I want to run this data-broker opt-out sweep for myself. Use this PDF as a guide."* Fill in your own info where the prompt asks, and let Claude take it from there.