



Personal Data is a Tool. Until a Data Broker Aims it Back at You.

Data starts as a tool for convenience and connection. Once weaponized, it becomes infrastructure for influence and control.

Type	Data Collected	Intended Purpose	Weaponized Purpose	Risk	Who Aims It?	Why It Matters / Impact
	Marketing & Profiling Marketing and persuasion Marketing data that manipulates beliefs and behavior.	<i>Advertising optimization, engagement analytics</i>	 <i>Political targeting, manipulation, broker resale</i>	Very High	LiveRamp  Acxiom  Epsilon  Oracle Data Cloud 	Built to predict and manipulate behavior; data fuses identity, attitude, and politics.
	Social & Expressive Expressive identity Expressive data that becomes a tracking fingerprint.	<i>Expression, participation, identity sharing</i>	 <i>Doxing, sentiment analysis, OSINT mining</i>	High	Babel Street  Dataminr  ZeroFox  Signal Labs  ShadowDragon 	Public expression becomes training data for surveillance, sentiment, and targeting models.
	Health & Biometric Biometric and health Health and biometric data with permanent identifiers.	<i>Fitness tracking, diagnostics, genomics</i>	 <i>Sharing with insurers, ad targeting, research reuse</i>	High	23andMe  AncestryDNA  IQVIA  Evidation Health 	Permanent biological identifiers shared with insurers or advertisers. Cannot be changed once leaked.
	Location & Mobility Convenience and efficiency Convenience data that doubles as location telemetry.	<i>Navigation, transport efficiency, automated billing</i>	 <i>Behavioral inference, resale to insurers, subpoena use</i>	High	Verra Mobility  Arity (Allstate)  Inrix  Wejo  Cuebiq 	Always-on telemetry revealing where, when, and how people move. High resale and subpoena value.
	Financial & Transactional Financial transactions Transactional data that maps economic lives.	<i>Payments, credit scoring, fraud detection</i>	 <i>Consumer profiling, AML surveillance, resale to marketers</i>	High	Equifax  TransUnion  Experian  Chainalysis 	Tracks every purchase and credit line; enables economic profiling and state surveillance.
	Identity & Access Identity and access Identity data that hardens or leaks the self.	<i>Authentication, verification, access management</i>	 <i>Credential reuse, cross-system profiling, breach exposure</i>	Med-High to High	Okta  Trulioo  Onfido  LexisNexis Identity Analytics 	Core authentication data reused across systems; breaches cascade through the digital identity stack.
	Public Records Data Open-but-exploitable Open data that exposes the individuals behind it.	<i>Maintain accessible documentation of individuals, property, and legal events.</i>	 <i>Aggregated into people-search datasets linking names, addresses, and family ties.</i>	High	TruthFinder  BeenVerified  Intelius  PeopleConnect 	Turns routine legal filings into a roadmap for stalking, doxing, or identity theft.
	Civic Transparency Transparency disclosures Transparency data that turns into vulnerability.	<i>Provide public visibility into elections, governance, and organizational accountability.</i>	 <i>Mined for political targeting, harassment, and adversarial research on individuals tied to causes or companies.</i>	High	Spokeo  PeopleDataLabs  RocketReach  ZoomInfo 	Data meant for oversight exposes participants. Transforming democratic transparency into personal vulnerability.
	Research & Policy Research and policy Research data that morphs into a commercial asset.	<i>Population studies, public-good research</i>	 <i>De-anonymization, commercial licensing, law-enforcement reuse</i>	High	LexisNexis Risk Solutions  IQVIA  Experian DataLabs 	Population data re-identified and monetized. This erodes consent and civic trust
	Surveillance Public-safety surveillance Public-safety data that drifts into permanent monitoring.	<i>Public-safety monitoring, crime prevention, situational awareness</i>	 <i>Predictive policing, inter-agency sharing, long-term tracking</i>	High	Flock Safety  Motorola Solutions  Axon  Rekor Systems 	Turns real-world movement into persistent location intelligence shared across jurisdictions.
	Sensor & Automation Automated systems Automation data that expands surveillance without oversight.	<i>Traffic control, infrastructure automation</i>	 <i>Integration into surveillance systems, data fusion without oversight</i>	Very High	Verra Mobility  Teralytics  Geotab  Here Technologies 	Infrastructure telemetry feeds predictive policing and smart-city surveillance.
	System Telemetry Backend telemetry Operational logs users never knew existed.	<i>Platform operations, performance analytics</i>	 <i>Hidden cross-platform tracking, law-enforcement access</i>	Med-High to High	Palantir  Snowflake  Google Cloud  AWS Data Exchange 	Invisible logs and analytics reveal user behavior across platforms with no opt-out.

Primary focus:  Pure-play data broker  Platform / processor  Hardware vendor

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