



**You are being tracked by thousands of commercial orgs. They acquire your data, share or sell it. Making it available for open source targeting & marketing by virtually anyone.**



# Open Source Intelligence (OSINT)

**This data is routinely  
used for targeting people.**

**Data Brokers feed OSINT systems.  
OSINT turns scattered data into actionable targeting.**

ObscureIQ  
**Codex**



**A Database of Commercial Surveillance**



**Our CODEX tracks all of the data brokers and commercial surveillers collecting data on consumers.**

**So many different types of data brokers...  
10 Major Categories, 100s of tags**



**8,600+  
Entities  
Tracked**

## **CODEX** is a massive index.

- New data types as they emerge
- New sources of personal data
- Continuous grading and intelligence across the ecosystem of data collectors

# Why CODEX Matters to You

CODEX maps the ecosystem that puts you at risk.



- Your data **fuels** stalking, fraud, impersonation, and harassment.
- Most data brokers operate quietly, **without visibility or accountability**.
- Once exposed, your data **propagates fast** and stays live for years.

# Find and Eliminate Data Faster

We use it to  
remove you from the ecosystem.



- **Catch** unregistered/obscure data brokers.
- **Uncover** sensitive data types & sources
- **Illuminate** hidden broker networks
- **Target** companies actively trading your personal data
- **Focus** deletion where it reduces risk fastest

# Why Your Data Should Not Exist Here

CODEX tells us where deletion works.  
Where it matters most.



- **Clearly functions** as a data broker
- Data sourced without meaningful **consent**
- Collects **sensitive personal data**
- **Easy access** by bad actors
- Subject to **opt out** and deletion demands

# How CODEX Finds Who Has Your Data



- **Identify companies** collecting or selling your personal data.
- **Prioritize** the highest-risk data holders first.
- Reveal hidden broker relationships, data-sharing chains before they scale

What looks like one site is often dozens  
of interconnected entities.

Radaris

RevealName.com  
NumLookup.com  
ZLookup.com  
PeepLookup.com

CitrusTel.com

SpyTox.com

We track **hidden networks**, and  
interconnections others miss.

# What's in Codex?

## Codex Data Entities

Sample categories shown // Types of data brokers and data collectors

<b>Searchers</b>	<ul style="list-style-type: none"><li>• Ancestry</li><li>• Education / Alumni</li><li>• Employment</li><li>• Real Estate</li><li>• Background Check</li><li>• Public recs</li><li>• Criminal recs</li><li>• Court Records</li></ul>	<b>AdTech</b>	<ul style="list-style-type: none"><li>• Identity</li><li>• Analytics</li><li>• Attribution</li><li>• Retargeting</li><li>• Ad Network</li><li>• Ad Platform</li><li>• DMP</li><li>• Agency</li></ul>
<b>Screeners</b>	<ul style="list-style-type: none"><li>• Credit bureaus<ul style="list-style-type: none"><li>◦ Alt credit</li><li>◦ Payday lending</li></ul></li><li>• Risk screeners<ul style="list-style-type: none"><li>◦ Tenet</li><li>◦ Social media</li></ul></li><li>• Risk Mitigation</li></ul>	<b>Monetizers</b>	<ul style="list-style-type: none"><li>• Social Media</li><li>• Job Search</li><li>• Dating Site</li><li>• Banking</li><li>• Telecom</li><li>• Retail</li><li>• Search</li><li>• Publisher</li><li>• News</li></ul>
<b>Data Providers</b>	<ul style="list-style-type: none"><li>• General</li><li>• Location</li><li>• Biometric</li><li>• Demographic</li><li>• Education</li><li>• Property records</li><li>• Social media</li><li>• Automotive</li></ul>	<b>Uncategorized</b>	

# What's in Codex?

## Codex Data Types

Sample categories shown // Types of data we tag per entity

<ul style="list-style-type: none"><li>• Location</li></ul>	<ul style="list-style-type: none"><li>• Financial</li><li>• Retail</li><li>• Real Estate</li></ul>	<ul style="list-style-type: none"><li>• Fraud/Risk</li><li>• Automotive</li></ul>	<ul style="list-style-type: none"><li>• Children</li><li>• High Profile</li></ul>
<ul style="list-style-type: none"><li>• Identity</li><li>• People Search</li><li>• Sales Leads</li></ul>	<ul style="list-style-type: none"><li>• Health</li></ul>	<ul style="list-style-type: none"><li>• Employment</li><li>• Education</li></ul>	<ul style="list-style-type: none"><li>• Surveillance</li></ul>
<ul style="list-style-type: none"><li>• Political</li></ul>	<ul style="list-style-type: none"><li>• Social Media</li><li>• Viewing habits</li></ul>	<ul style="list-style-type: none"><li>• Biometrics</li></ul>	<ul style="list-style-type: none"><li>• Dark Web</li></ul>

# What's in Codex?

## Codex Data Gradation

Sample categories shown // Evaluating data along multiple axis

<b>Level of Data Regs</b>	<ul style="list-style-type: none"><li>• Fair Credit Reporting Act?</li><li>• HIPAA/GLBA/COPPA</li><li>• Something?</li><li>• Nothing?</li></ul>	<b>Level of Accuracy</b>	<ul style="list-style-type: none"><li>• Great</li><li>• Good</li><li>• Moderate</li><li>• Poor</li><li>• Sludge</li></ul>
<b>Ethics Used in Collection</b>	<ul style="list-style-type: none"><li>• Opt in?</li><li>• Affirmative consent?</li><li>• Cookie consent?</li><li>• Nothing?</li></ul>	<b>Time Sensitivity of Data</b>	<ul style="list-style-type: none"><li>• Evergreen</li><li>• One year</li><li>• One month</li><li>• One week</li><li>• One day</li></ul>
<b>Accessibility of Data to Bad Guys</b>	<ul style="list-style-type: none"><li>• Very hard</li><li>• Hard</li><li>• Moderate</li><li>• Easy</li><li>• Already happened</li></ul>	<b>Level of Data Provenance</b>	<ul style="list-style-type: none"><li>• All sourced</li><li>• Over 65% sourced</li><li>• Over 35% sourced</li><li>• No idea of source</li></ul>

**Not all data creates equal risk.**

# How CODEX Powers Deletion

We use it to  
remove you from the ecosystem.



- CODEX helps us **map** who has your data.
- We **assess** exposure and risk.
- We initiate **targeted** deletion and suppression.
- We **verify** removal.
- We **monitor** for reappearance.