

Introductory Article for Website
C/O Justin Gross
Written By Eric McGrath for AD-verbs.com
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IDENTITY THEFT – JUST HOW PERSONAL ARE PERSONAL DETAILS?

Do you keep track of all your transactions? Do you know your social security number back-to-front? Do you know what's on all of your old credit card receipts? You DO? Well, guess what? Someone else just might know, too...

Welcome to [WEBSITE NAME]. This site is used as a database of organizations that collect and share information about individuals and businesses and contains information about how to find out what they know about you. In the modern age, everyone has some sort of technological identity. EVERYONE has a paper trail. This information can be used to sell things to you, to steal things from you, to stop you from buying, or to GET you to buy. But who is collecting all of this data? Who are these faceless organizations? And is it legal? In a lot of cases, the answer is YES!

What do they do with this information?

Many of these organizations share this information with lending institutions, current and potential employers and landlords, and law enforcement agencies; some of this information may even be available to the general public. This information is used to track spending habits, determine credit worthiness, and make decisions about insurability, interest rates, employment, fees and premiums. So the next time you apply for that loan, or try to switch to the insurance company with the lower premiums, or even try to get a job, ask yourself exactly what the other party knows about you already – and how do they know it?

Targeted Marketing

Have you ever wondered how spam in your email inbox is exactly matching your needs, knows your name, and knows what types of magazines you read, what drinks you drink, and even what credit cards you have? And what about those obvious cons that know what bank you are with? How does spam know these things? Well, these organizations, once they have your information, target you for marketing and advertising; they gear their information specifically towards YOUR

needs. It is half the battle for them. If they know that you read ESPN Magazine, they will be more inclined to send you marketing pieces for Sports Illustrated as well, rather than Homes and Gardens, or Bridal Magazine. When you give information to one group about your spending and leisure habits can you be sure that this information is NOT being passed around or sold to the highest bidder?

John Doe, or John D'OH!?!?!?

Sometimes, though, you may find that there is information about you that is just plain incorrect. However, think about who obtained that incorrect information, and who they could have shared it with. Inaccuracies may come from people with the same name, human error, or merely computer problems. And it could have a huge influence on the decisions other corporations make about you. But you won't know what this is until you go to apply for that loan, or credit card, or mortgage. It is in YOUR best interests to know WHO has your information, WHAT information they have, and who they SHARED that information with. Once you know what they are sharing about you, you will be able to correct inaccuracies, have your records removed, or stop them from sharing this information about you. The first step, though, is to find out WHO knows WHAT about YOU... [CLICK LINK TO DIRECTORY]