

# DATA DETOX DIGEST

## smartphone edition

Learn more about smartphone habits and data brokers

### Who are data brokers?

Data brokers are individuals or companies that profit from collecting and selling personal information, much of which they gather based on your online activities. They might even specialise in commerce or politics to name a few.

#### Commerce

Your shopping habits, coupled with other details about you, such as your age, income level and more, are put together to create very valuable “consumer profiles.” These profiles are then used by companies to more effectively sell you stuff.

#### Politics

Your likes, shares, comments and reactions on social media provide insights into how you might vote politically. This information can be used to provide you with specially-tailored political ads, to try to get you to vote one way or another.

Did you know that according to a study, we touch our smartphones 2,600 times a day on average? Learn about our smartphone habits [here](#).

### Top tip for outsmarting your smartphone: turn off notifications

Do you really need to be notified that you’ve been emailed a coupon offer? Constant attention grabbers like these are designed to nudge us into checking when we don’t mean to. Turning them off is the single most powerful thing you can do to put yourself in control again.

Check out [Smartphones Call for Smart Habits](#) for more tips!



[datadetoxkit.org](http://datadetoxkit.org)  
#datadetox

### What information do data brokers collect?

The answer is not that simple as it really all depends on who you are, where you live and what kind of information about you is online. Maybe you put that information online yourself, or maybe it was your local government or an insurance company, for example. Below is a list of some of what data brokers might collect:

#### Identifying data

- Name
- Address history
- Email address

#### Sensitive identifying data

- Social security number
- Birth dates of family members

#### Demographic data

- Age, ethnicity, religion

#### Court and public record data

- Marriage licenses
- Voting registration and party identification

#### Home and neighbourhood data

- Home loan amount and interest rate

#### Social media and tech data

- Friend connections
- Type of media posted

#### Vehicle data

- Vehicle identification numbers

#### General interest data

- Life events like retirement, wedding date, expectant parent
- Gambling history, charitable giving

#### Financial data

- Credit worthiness, estimated income

#### Travel data

- Date of last travel purchase
- Frequent flyer information
- Price paid of travel purchases

#### Purchase behaviour data

- Amount spent on goods, method of payment

#### Health data

- Ailment and prescription online searches
- Over-the-counter drug purchases, tobacco usage

Source: [FTC report](#)

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