

# Staying Safe Doesn't Get Any Easier

## Data Breaches and Us

**OK, we're careful**, we don't engage with unknown entities. We follow advice. We don't share our personal information with strangers. Yet we find that our information is out there in the wind.

**Here's why.** Those who we trusted to handle our information have been hacked. Some who use our information without our consent have been hacked. And while some of these folks advise us when bad things happen, others don't. Example, Lexis Nexis experienced a data breach last December. They made it public in May. Sadly, this is not uncommon.

Here's a partial list of known data brokers.

- **Equifax** (also a credit reporting agency)
- **TransUnion** (also a credit reporting agency)
- **Epsilon**
- **CoreLogic**
- **Oracle Data Cloud**
- **LexisNexis**
- **Dun & Bradstreet**

- **NielsenIQ**
- **Intelius**
- **Spokeo**
- **Whitepages**
- **FastPeopleSearch**
- **ZoomInfo**

These folks make money from your information. They're supposed to treat it securely but it's clear they are not always successful. To view a list of recent *major* data breaches, check here.

<https://solera.today/scam-lib/breach1.pdf>

**Assumption?** Sometimes assumptions get us in trouble but it's safe to assume that all of our personal information is out in wind. This, of course, means that we need to be even more diligent in taking care of ourselves since we can't rely on others to be trusted to do the right thing.

**Do we need to say it?  
Don't talk to strangers!**