

# ObscureIQ



**Legislative Briefing - Vermont H342**



## Jeff JOCKISCH

---

ObscureIQ Co-Founder & Partner  
Leading Data Privacy Researcher  
Recognized Expert on Data Brokers

**LinkedIn Top Voice / YBYR**



## Colby SCULLION

---

ObscureIQ Founder & CEO  
Automation Expert  
Open Source Intelligence Expert

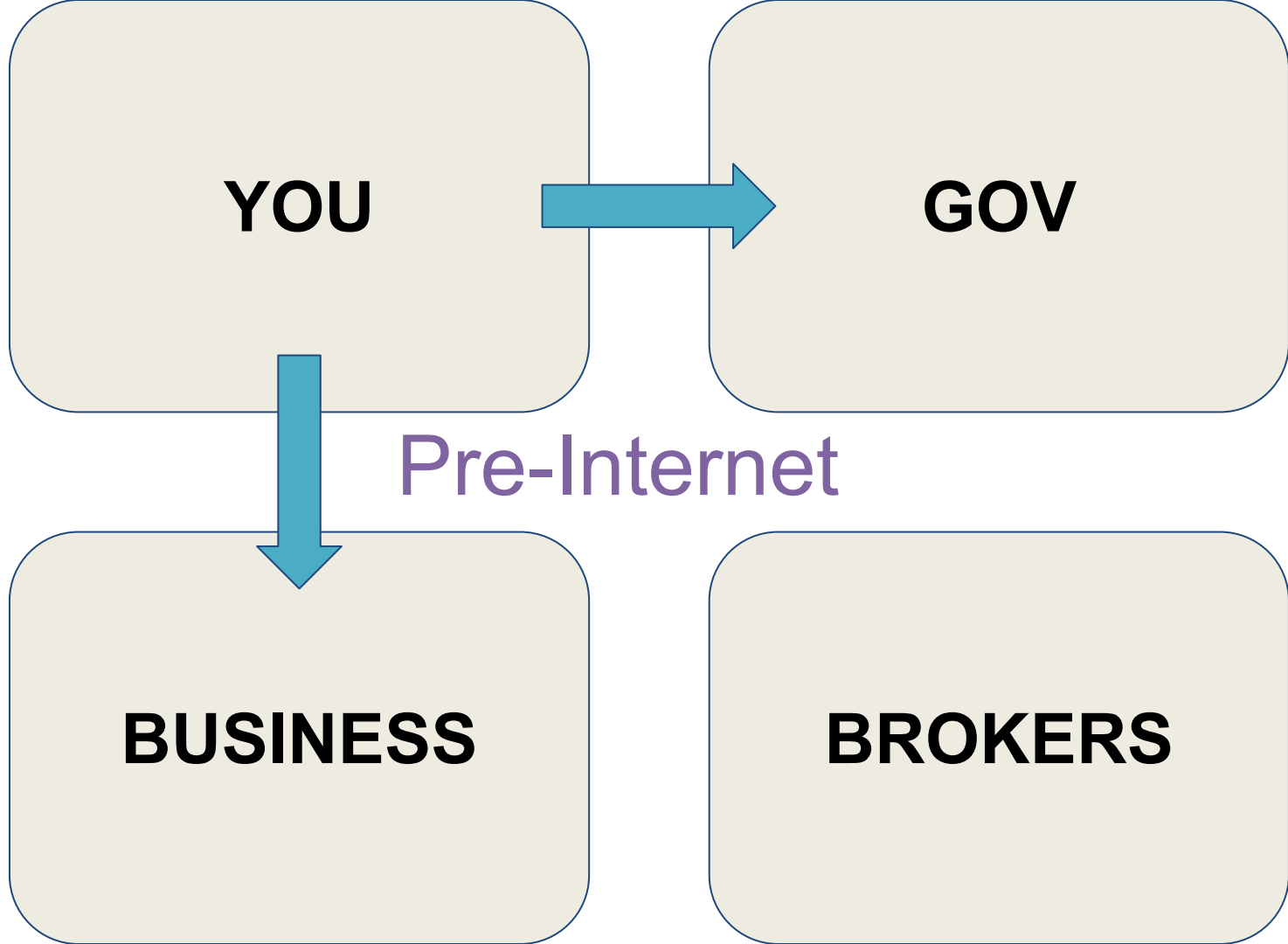
***B14ckBear Digital Recon Team Leader***



## CODEX of Commercial Surveillance

---

Over 8,600+ companies that collect who are part of the consumer surveillance economy.  
The largest and deepest dataset, categorized, tagged, and scored.



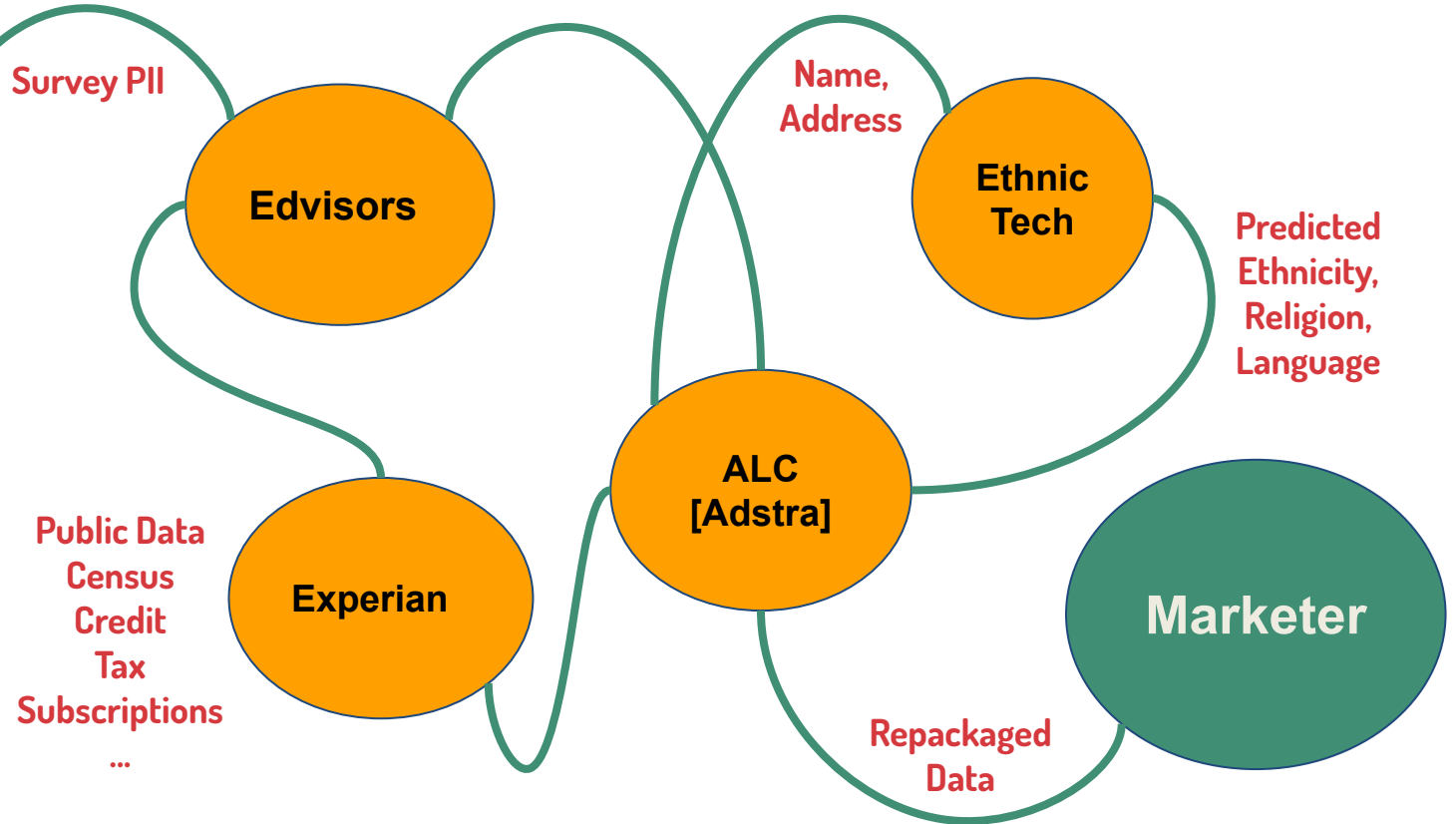
# How Do Brokers Get Data?

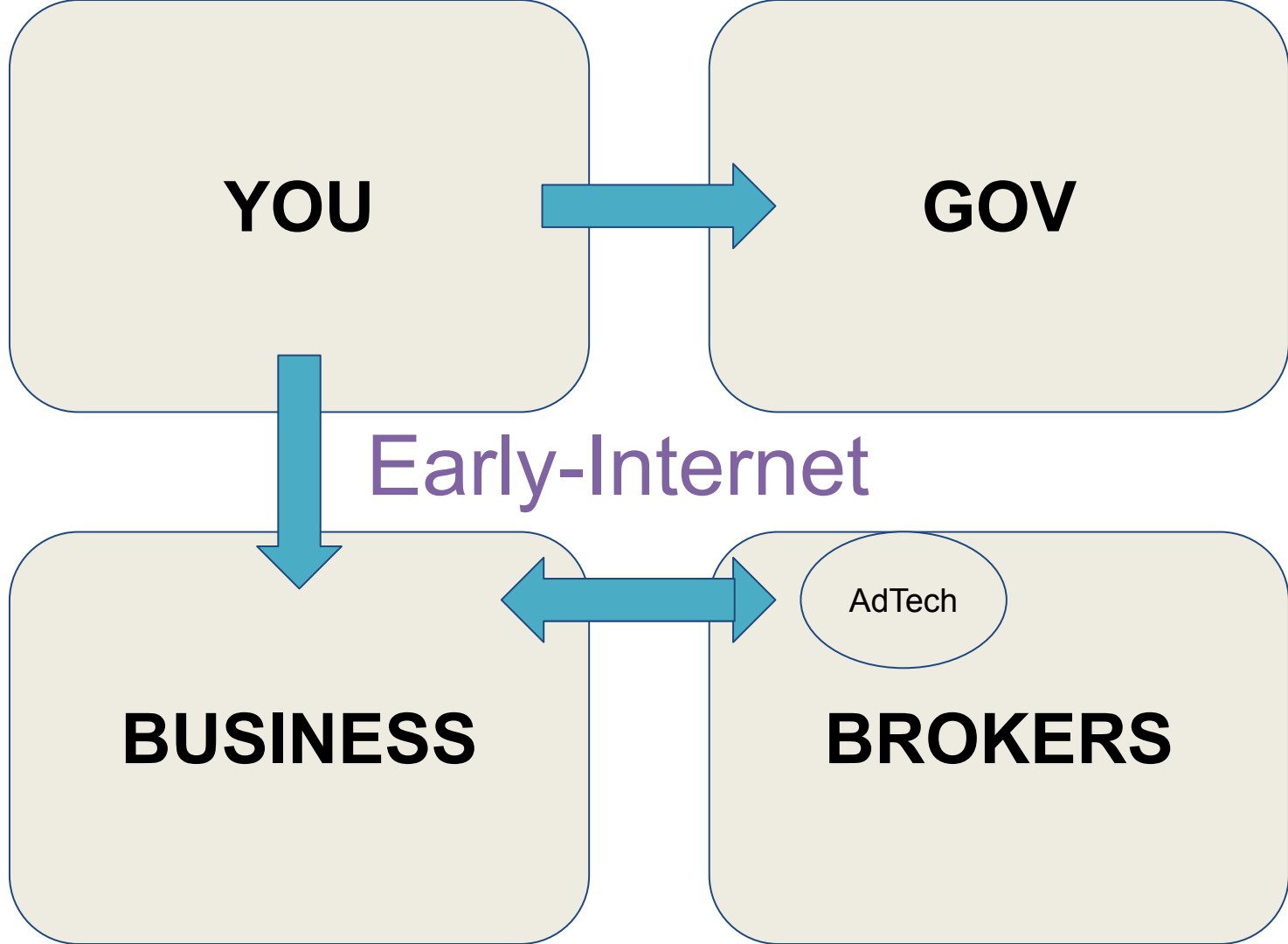


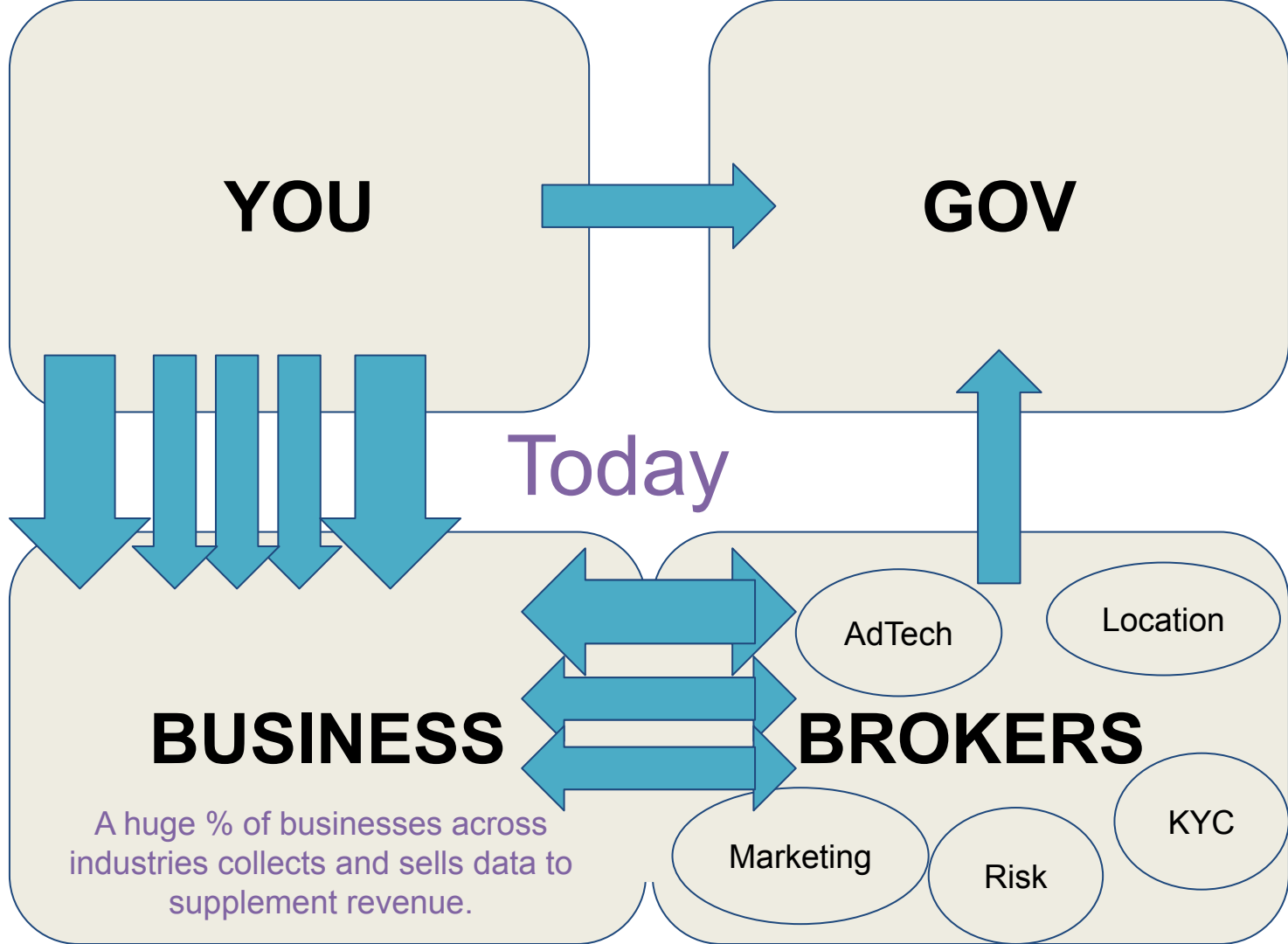
Cascading  
Data  
Ripples



Student







# A History of of Privacy & Tech

**Wave 1:**  
Credit, Education, Government  
Early Privacy Legislation

**Wave 2:**  
Healthcare, Finance, Children, Corruption  
Teen Years - Outside US Starts Comprehensive

**Wave 3:**  
Comprehensive, Big Fines, Personal Liability  
Privacy Laws Get Teeth - Where Next?

FCRA  
OECD  
PRIVACY ACT  
FERPA

HIPAA ePrivacy  
EU DPD GLBA  
COPPA  
SOX  
PIPEDA

PIPA  
PDPA  
POPIA  
BIG DATA  
IOT  
FINE\$  
LGPD  
GDPR  
CCPA  
PIPL  
VDPA

INDUSTRY  
ABUSES

IPHONE  
FACEBOOK

SURVEILLANCE  
CAPITALISM

PC

WEB

GOOGLE  
EBAY

Trend ②: Information Technology

Trend ③: Data Breaches +

RANSOM

GOV  
SPYING

DATA BREACHES

1970

1980

1990

2000

2010

2020



# Are Brokers Regulated? Not Much.

---

Congress and the courts have made it very hard to make data brokers pay for their bad behavior.

## Congress

- Zero comprehensive Federal data privacy legislation
- Resellers exemptions in **FCRA**
- Limitations in the coverage of **HIPAA** and **GLBA**
- **COPPA** "actual knowledge" loophole
- A hole in **DPPA** that lets DMVs sell your data to brokers

## States

- \* Exceptions for "publicly available data", "government data" in breach laws
- \* Zero enforcement of broker registration laws

## Supreme Court

- \* Spokeo v Robins: fundamentally ignores easy data access = cyber crime
- \* Clapper v. Amnesty Intntl says future identity theft not a harm





# ObscureIQ

