

Digital Scrubbing



Doxing is when someone's personal or private information is used to harass, threaten, or intimidate them. Removing personal information from appearing in online searches, also known as "scrubbing," is a key defense against being doxed and can help prevent in person and online harassment and threats.

While some personal information like an address may be obtainable through some public records, many doxers use search engines or data aggregator sites. It is possible to request removal of your data from these sites.



Your vulnerability to doxing varies depending on **who you are, what risks you take, and what you do in your personal, political, and public life.** Your goal is to make it as hard as possible for potential harassers to find your personal information. To that end, **we recommend everyone scrub their personal information from the internet where possible.**

Depending on your involvement in targeted political work or membership in a politically targeted community, you may want to increase the level of scrubbing you do.

Remember scrubbing only protects you when completed in advance of someone doxing you.

How to use this tool

This guide offers suggestions to help you get your personal info off the web to increase your safety.

1 Assess your risk

Talk this through your support people/your organization to determine your level of personal/organizational risk. Consider your visibility within the organization, the type of work you're doing, the current political conditions, and any other vulnerabilities you may have (family concerns, interactions with the state, types of attention from your political opponents, size of digital footprint, etc). Think creatively about your access to resources. You can reach out to a security practitioner to support your decision-making.

2 Choose a service

There are services you can pay to remove your online personal information. Use the table below to find options for services that match your needs and resources. This tool can offer suggestions, and we encourage you to talk directly to these providers to help figure out the best fit. There are many services out there so we're recommending three good options to start your search.

3 Sign up

Get started ASAP! You will need to share some personally identifiable information. Deletion of your info may take a month or more after you begin the service.

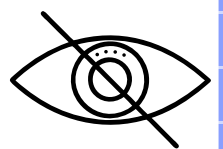
In the meantime, consider taking other steps to reduce your online vulnerability. Tighten up your social media. Check in with websites that may feature or have published you. Set up multi-factor authentication on all your accounts. No scrubbing service will entirely clean you off the internet. Talk with your crew about holistic safety practices for your daily life beyond your internet hygiene.



FAQ



- **Can I just scrub my own info?**
 - If it's cost prohibitive to use a fee-for-service provide, you can manually remove your info using a guide like Yael's big ass opt out tool. [This guide from Brightlines](#) on managing your online presence may also help.
 - You will need many hours for the initial scrub and to regularly maintain it. Data brokers will repopulate removed data, so count on needing to regularly review and manually remove your data up to several times per year.
- **How do we decide what kind of digital protection a person needs?**
 - Look at your risk tolerance, your access to resources, and your level of vulnerability (as an individual and also within your organization or team).
 - Use [Equality Labs' anti-doxing guide](#) (jump to page 10 "What is a Threat Model")
- **What if I've already been doxed?**
 - Reach out to at least one friend/community member for support and [use this tool](#).



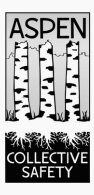
Scrubbing Services



Name	Services Offered	Distinction	Pricing	Best For
<u>Kanary</u>	• Uses automation to submit, review, and resubmit blocked requests and verify removals from search engines and data brokers • Monthly progress report including recommendations on preventative action, • Monthly scan for new and resurfaced exposures to maintain removal success (can be requested more frequently) • Business/Team accounts mean individuals within an org can be even more hands-off with managing their accounts.	• More customer service • Has an app that's easy to use • Covers social media risks—fringe forums or social media setting. • Can be paired with Brightlines for layered support of high profile movement leaders as well as less visible staff • Can provide more direct support for users with escalated needs, support can occur on nights and weekends	• Mobile app: \$9.99 a month or \$179 a year • 16.99 for individuals on team/business account.	• Leaders with some visibility or organizations in a sector experiencing targeting • Can be paired with Brightlines if an org's staff are using Kanary and a leader needs upgraded support

Reach out to VCW or Aspen for support accessing discounts or with other questions: rapidresponse@visionchangewin.org or support@aspencollectivesafety.com
 This tool created January 2026. Services shift over time, confirm current details with the service your choose.

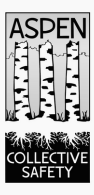
Scrubbing Services



Name	Services Offered	Distinction	Pricing	Best For
<u>DeleteMe</u>	• Uses automation to find your personally identifiable information on major data brokers and search engines and submits removal requests • Automated crawls track for re-appearance of your data • Regular in-depth removal reports • Customer support through email, chat and phone • Higher tiers add more frequent processes over a wider number of sites • Platinum/VIP offers audit process and offers privacy advisors	• Most affordable basic plan with broad coverage (covers 86 sites) • Option to request some manual opt-outs	• Individual \$180/year • Platinum \$1000/year • Diamond/VIP \$5000/year	• Gold (basic) plan: for any organizational staff or people involved in organizing and activism • Diamond: more visible/targeted leaders, similar to Canary • Platinum: best for highly visible leaders, similar to Brightlines

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Scrubbing Services



Name	Services Offered	Distinction	Pricing	Best For
<u>Brightlines</u>	• Analysis of your overall online presence to identify potentially harmful issues • Find and scrub your images and personally identifiable information (PII) from data broker sites • Review your public records and help manage your information • Review any breaches your data was found in and advise on remedies • Uncover orphaned accounts and instruct on securing or closing them • Identify the personal information of your family as it relates to you	• Most personalized support including options to retain some online items (articles etc.) • Includes facial recognition matches and take-downs • Prioritizes working with social justice communities • Dark web monitoring	• 1 time scrubbing: \$1,999 • Monthly \$499 = \$5,988 annually • Business: \$499 monthly x number of staff	• Best service for high-visibility leaders in targeted work • Focuses on community leaders and/or people who have orgs • Combines easily with Kanary, so an organization could put less visible staff on Kanary while adding Brightlines for a higher profile leader

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