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Congress of the United States

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(CREATED PURSUANT TO SEC. 5(a) OF PUBLIC LAW 304, 79TH CONGRESS)

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LAURA EPSTEIN, DEMOCRATIC STAFF DIRECTOR

August 13, 2025

Mr. Jason Zintak  
CEO  
6sense  
450 Mission Street  
Suite 201  
San Francisco, CA 94105

Dear Mr. Zintak:

American consumers seeking to protect or delete personal information collected by websites should not be met with barely visible links, multiple screens of dense text, or opt-out options hidden from search results entirely. I write today to seek answers regarding the accessibility and design of the opt-out options that your company provides.

A recent investigation published by *WIRED* found that more than 30 data brokers, including 6sense, have hidden data collection opt-out options from consumers, in part by using code to tell search engines like Google and Bing to exclude pages with these options.<sup>1</sup> The *WIRED* report also noted that among the identified companies, accessing privacy options “often required scrolling multiple screens, dismissing pop-ups for cookie permissions and newsletter sign-ups, then finding a link that was a fraction the size of other text on the page.”<sup>2</sup>

Data brokers and other online providers have a responsibility to prevent the misuse of consumer data, and Americans deserve to understand if and how their personal information is being used. According to Pew Research, the vast majority of Americans claim to “understand little to nothing about what companies are doing with their personal data” and feel that they have “little to no control” over its use.<sup>3</sup> Concerningly, new technologies have enabled data brokers to collect even more personal information from online sources, adding to data privacy concerns.<sup>4</sup>

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<sup>1</sup> *Data Brokers Are Hiding Their Opt-Out Pages From Google Search*, WIRED (Aug. 12, 2025) ([www.wired.com/story/data-brokers-hiding-opt-out-pages-google-search/](http://www.wired.com/story/data-brokers-hiding-opt-out-pages-google-search/)).

<sup>2</sup> *Id.*

<sup>3</sup> Pew Research Center, *How Americans View Data Privacy* (Oct. 18, 2023) ([www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/](http://www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/)).

<sup>4</sup> *What Internet Data Brokers Have On You — and How You Can Start to Get it Back*, CNBC (Oct. 11, 2024) ([www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html](http://www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html)).

Hiding or burying opt-out options for data collection only compounds the difficulties that Americans encounter when attempting to protect their privacy – and in fact, these “dark patterns” have “the substantial effect of subverting or impairing a consumer’s autonomy, decision making, or choice,” according to an enforcement advisory from the California Privacy Protection Agency.<sup>5</sup>

Given the importance of data transparency and privacy, I urge you to ensure that consumers have easy access to prominently displayed opt-out options. I also ask that 6sense respond to the following requests to aid the Joint Economic Committee - Minority in understanding your opt-out options and policies.

1. Please explain the design rationale behind the current placement of opt-out options for consumers on your website. How did 6sense consider the impact of potential “dark patterns” – such as making opt-out text miniscule or extremely hard to find – on outcomes for consumers, if at all?
2. Have you maintained code on any pages containing opt-out options that has excluded these pages from search results? If so:
  - a. How long has this code been in place?
  - b. Did you exclude these opt-out options from search results intentionally, and if so, why?
  - c. Since the code has been in place, how many unique users did you collect data on?
  - d. Will you commit to removing this code by September 3, 2025?
3. Do you conduct audits or other assessments of the visibility of your opt-out options or the success rates of opt-out requests? If so, please provide results from any assessments conducted in the last five years.
4. Since the publication of the investigation by *WIRED* and its partners, what steps have you taken to ensure that your data collection opt-out and privacy pages are visible and accessible to the public?

Please provide your responses as soon as possible but in no event later than September 3, 2025. If you have any questions related to this request, please contact [REDACTED] of the Committee staff at [REDACTED] or [REDACTED]. Please send any official correspondence relating to this request to [REDACTED].

Sincerely,



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<sup>5</sup> California Privacy Protection Agency, Enforcement Advisory No. 2024-02 (Sept. 4, 2024) (cppa.ca.gov/pdf/enf advisory202402.pdf).

Mr. Jason Zintak  
August 13, 2025  
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Margaret Wood Hassan  
Ranking Member

cc: David Schweikert  
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Eric S. Schmitt  
Vice Chairman

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MARK KELLY, ARIZONA

LAURA EPSTEIN, DEMOCRATIC STAFF DIRECTOR

August 13, 2025

Mr. Jon Carpenter  
CEO  
Comscore, Inc.  
11950 Democracy Drive  
Suite 600  
Reston, VA 20190

Dear Mr. Carpenter:

American consumers seeking to protect or delete personal information collected by websites should not be met with barely visible links, multiple screens of dense text, or opt-out options hidden from search results entirely. I write today to seek answers regarding the accessibility and design of the opt-out options that your company provides.

A recent investigation published by *WIRED* found that more than 30 data brokers, including Comscore, Inc., have hidden data collection opt-out options from consumers, in part by using code to tell search engines like Google and Bing to exclude pages with these options.<sup>1</sup> The *WIRED* report also noted that among the identified companies, accessing privacy options “often required scrolling multiple screens, dismissing pop-ups for cookie permissions and newsletter sign-ups, then finding a link that was a fraction the size of other text on the page.”<sup>2</sup>

Data brokers and other online providers have a responsibility to prevent the misuse of consumer data, and Americans deserve to understand if and how their personal information is being used. According to Pew Research, the vast majority of Americans claim to “understand little to nothing about what companies are doing with their personal data” and feel that they have “little to no control” over its use.<sup>3</sup> Concerningly, new technologies have enabled data brokers to collect even more personal information from online sources, adding to data privacy concerns.<sup>4</sup>

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<sup>1</sup> *Data Brokers Are Hiding Their Opt-Out Pages From Google Search*, WIRED (Aug. 12, 2025) ([www.wired.com/story/data-brokers-hiding-opt-out-pages-google-search/](http://www.wired.com/story/data-brokers-hiding-opt-out-pages-google-search/)).

<sup>2</sup> *Id.*

<sup>3</sup> Pew Research Center, *How Americans View Data Privacy* (Oct. 18, 2023) ([www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/](http://www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/)).

<sup>4</sup> *What Internet Data Brokers Have On You — and How You Can Start to Get it Back*, CNBC (Oct. 11, 2024) ([www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html](http://www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html)).

Hiding or burying opt-out options for data collection only compounds the difficulties that Americans encounter when attempting to protect their privacy – and in fact, these “dark patterns” have “the substantial effect of subverting or impairing a consumer’s autonomy, decision making, or choice,” according to an enforcement advisory from the California Privacy Protection Agency.<sup>5</sup>

Given the importance of data transparency and privacy, I urge you to ensure that consumers have easy access to prominently displayed opt-out options. I also ask that Comscore, Inc. respond to the following requests to aid the Joint Economic Committee - Minority in understanding your opt-out options and policies.

1. Please explain the design rationale behind the current placement of opt-out options for consumers on your website. How did Comscore, Inc. consider the impact of potential “dark patterns” – such as making opt-out text miniscule or extremely hard to find – on outcomes for consumers, if at all?
2. Have you maintained code on any pages containing opt-out options that has excluded these pages from search results? If so:
  - a. How long has this code been in place?
  - b. Did you exclude these opt-out options from search results intentionally, and if so, why?
  - c. Since the code has been in place, how many unique users did you collect data on?
  - d. Will you commit to removing this code by September 3, 2025?
3. Do you conduct audits or other assessments of the visibility of your opt-out options or the success rates of opt-out requests? If so, please provide results from any assessments conducted in the last five years.
4. Since the publication of the investigation by *WIRED* and its partners, what steps have you taken to ensure that your data collection opt-out and privacy pages are visible and accessible to the public?

Please provide your responses as soon as possible but in no event later than September 3, 2025. If you have any questions related to this request, please contact [REDACTED] of the Committee staff at [REDACTED] or [REDACTED]. Please send any official correspondence relating to this request to [REDACTED].

Sincerely,



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<sup>5</sup> California Privacy Protection Agency, Enforcement Advisory No. 2024-02 (Sept. 4, 2024) (coppa.ca.gov/pdf/enf advisory202402.pdf).

Mr. Jon Carpenter  
August 13, 2025  
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Margaret Wood Hassan  
Ranking Member

cc: David Schweikert  
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MARK KELLY, ARIZONA

LAURA EPSTEIN, DEMOCRATIC STAFF DIRECTOR

August 13, 2025

Mr. Hari Kolam  
Co-Founder & CEO  
Findem, Inc.  
702 Marshall Street  
Redwood City, CA 94063

Dear Mr. Kolam:

American consumers seeking to protect or delete personal information collected by websites should not be met with barely visible links, multiple screens of dense text, or opt-out options hidden from search results entirely. I write today to seek answers regarding the accessibility and design of the opt-out options that your company provides.

A recent investigation published by *WIRED* found that more than 30 data brokers, including Findem, Inc., have hidden data collection opt-out options from consumers, in part by using code to tell search engines like Google and Bing to exclude pages with these options.<sup>1</sup> The *WIRED* report also noted that among the identified companies, accessing privacy options “often required scrolling multiple screens, dismissing pop-ups for cookie permissions and newsletter sign-ups, then finding a link that was a fraction the size of other text on the page.”<sup>2</sup>

Data brokers and other online providers have a responsibility to prevent the misuse of consumer data, and Americans deserve to understand if and how their personal information is being used. According to Pew Research, the vast majority of Americans claim to “understand little to nothing about what companies are doing with their personal data” and feel that they have “little to no control” over its use.<sup>3</sup> Concerningly, new technologies have enabled data brokers to collect even more personal information from online sources, adding to data privacy concerns.<sup>4</sup> Hiding or burying opt-out options for data collection only compounds the difficulties that

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Americans encounter when attempting to protect their privacy – and in fact, these “dark patterns” have “the substantial effect of subverting or impairing a consumer’s autonomy, decision making, or choice,” according to an enforcement advisory from the California Privacy Protection Agency.<sup>5</sup>

Given the importance of data transparency and privacy, I urge you to ensure that consumers have easy access to prominently displayed opt-out options. I also ask that Findem, Inc. respond to the following requests to aid the Joint Economic Committee - Minority in understanding your opt-out options and policies.

1. Please explain the design rationale behind the current placement of opt-out options for consumers on your website. How did Findem, Inc. consider the impact of potential “dark patterns” – such as making opt-out text miniscule or extremely hard to find – on outcomes for consumers, if at all?
2. Have you maintained code on any pages containing opt-out options that has excluded these pages from search results? If so:
  - a. How long has this code been in place?
  - b. Did you exclude these opt-out options from search results intentionally, and if so, why?
  - c. Since the code has been in place, how many unique users did you collect data on?
  - d. Will you commit to removing this code by September 3, 2025?
3. Do you conduct audits or other assessments of the visibility of your opt-out options or the success rates of opt-out requests? If so, please provide results from any assessments conducted in the last five years.
4. Since the publication of the investigation by *WIRED* and its partners, what steps have you taken to ensure that your data collection opt-out and privacy pages are visible and accessible to the public?

Please provide your responses as soon as possible but in no event later than September 3, 2025. If you have any questions related to this request, please contact [REDACTED] of the Committee staff at [REDACTED] or [REDACTED]. Please send any official correspondence relating to this request to [REDACTED].

Sincerely,



Margaret Wood Hassan

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<sup>5</sup> California Privacy Protection Agency, Enforcement Advisory No. 2024-02 (Sept. 4, 2024) (cppa.ca.gov/pdf/enf advisory202402.pdf).



Mr. Hari Kolam  
August 13, 2025  
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Ranking Member

cc: David Schweikert  
Chairman

Eric S. Schmitt  
Vice Chairman

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MARTIN HEINRICH, NEW MEXICO  
MARK KELLY, ARIZONA

LAURA EPSTEIN, DEMOCRATIC STAFF DIRECTOR

August 13, 2025

Mr. Ari Bousbib  
Chairman & CEO  
IQVIA Digital Inc.  
2400 Ellis Rd  
Durham, NC 27703

Dear Mr. Bousbib:

American consumers seeking to protect or delete personal information collected by websites should not be met with barely visible links, multiple screens of dense text, or opt-out options hidden from search results entirely. I write today to seek answers regarding the accessibility and design of the opt-out options that your company provides.

A recent investigation published by *WIRED* found that more than 30 data brokers, including IQVIA Digital Inc., have hidden data collection opt-out options from consumers, in part by using code to tell search engines like Google and Bing to exclude pages with these options.<sup>1</sup> The *WIRED* report also noted that among the identified companies, accessing privacy options “often required scrolling multiple screens, dismissing pop-ups for cookie permissions and newsletter sign-ups, then finding a link that was a fraction the size of other text on the page.”<sup>2</sup>

Data brokers and other online providers have a responsibility to prevent the misuse of consumer data, and Americans deserve to understand if and how their personal information is being used. According to Pew Research, the vast majority of Americans claim to “understand little to nothing about what companies are doing with their personal data” and feel that they have “little to no control” over its use.<sup>3</sup> Concerningly, new technologies have enabled data brokers to

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<sup>2</sup> *Id.*

<sup>3</sup> Pew Research Center, *How Americans View Data Privacy* (Oct. 18, 2023). ([www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/](http://www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/)).

collect even more personal information from online sources, adding to data privacy concerns.<sup>4</sup> Hiding or burying opt-out options for data collection only compounds the difficulties that Americans encounter when attempting to protect their privacy – and in fact, these “dark patterns” have “the substantial effect of subverting or impairing a consumer’s autonomy, decision making, or choice,” according to an enforcement advisory from the California Privacy Protection Agency.<sup>5</sup>

Given the importance of data transparency and privacy, I urge you to ensure that consumers have easy access to prominently displayed opt-out options. I also ask that IQVIA Digital Inc. respond to the following requests to aid the Joint Economic Committee - Minority in understanding your opt-out options and policies.

1. Please explain the design rationale behind the current placement of opt-out options for consumers on your website. How did IQVIA Digital Inc. consider the impact of potential “dark patterns” – such as making opt-out text miniscule or extremely hard to find – on outcomes for consumers, if at all?
2. Have you maintained code on any pages containing opt-out options that has excluded these pages from search results? If so:
  - a. How long has this code been in place?
  - b. Did you exclude these opt-out options from search results intentionally, and if so, why?
  - c. Since the code has been in place, how many unique users did you collect data on?
  - d. Will you commit to removing this code by September 3, 2025?
3. Do you conduct audits or other assessments of the visibility of your opt-out options or the success rates of opt-out requests? If so, please provide results from any assessments conducted in the last five years.
4. Since the publication of the investigation by *WIRED* and its partners, what steps have you taken to ensure that your data collection opt-out and privacy pages are visible and accessible to the public?

Please provide your responses as soon as possible but in no event later than September 3, 2025. If you have any questions related to this request, please contact [REDACTED] of the Committee staff at [REDACTED] or [REDACTED]. Please send any official correspondence relating to this request to [REDACTED].

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<sup>4</sup> *What Internet Data Brokers Have On You — and How You Can Start to Get it Back*, CNBC (Oct. 11, 2024) ([www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html](https://www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html)).

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Mr. Ari Bousbib  
August 13, 2025  
Page 3

Sincerely,

A handwritten signature in blue ink that reads "Maggie Hassan". The signature is fluid and cursive, with a long horizontal stroke at the end.

Margaret Wood Hassan  
Ranking Member

cc: David Schweikert  
Chairman

Eric S. Schmitt  
Vice Chairman

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MARK KELLY, ARIZONA

LAURA EPSTEIN, DEMOCRATIC STAFF DIRECTOR

August 13, 2025

Mr. Mark Reid  
Interim CEO  
Proximus Global  
Proximus Towers  
Koning Albert II-laan 27  
B - 1030 Brussels - Belgium

Dear Mr. Reid:

American consumers seeking to protect or delete personal information collected by websites should not be met with barely visible links, multiple screens of dense text, or opt-out options hidden from search results entirely. I write today to seek answers regarding the accessibility and design of the opt-out options that your company provides.

A recent investigation published by *WIRED* found that more than 30 data brokers, including Telesign, have hidden data collection opt-out options from consumers, in part by using code to tell search engines like Google and Bing to exclude pages with these options.<sup>1</sup> The *WIRED* report also noted that among the identified companies, accessing privacy options “often required scrolling multiple screens, dismissing pop-ups for cookie permissions and newsletter sign-ups, then finding a link that was a fraction the size of other text on the page.”<sup>2</sup>

Data brokers and other online providers have a responsibility to prevent the misuse of consumer data, and Americans deserve to understand if and how their personal information is being used. According to Pew Research, the vast majority of Americans claim to “understand little to nothing about what companies are doing with their personal data” and feel that they have “little to no control” over its use.<sup>3</sup> Concerningly, new technologies have enabled data brokers to collect even more personal information from online sources, adding to data privacy concerns.<sup>4</sup>

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<sup>3</sup> Pew Research Center, *How Americans View Data Privacy* (Oct. 18, 2023) ([www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/](http://www.pewresearch.org/internet/2023/10/18/how-americans-view-data-privacy/)).

<sup>4</sup> *What Internet Data Brokers Have On You — and How You Can Start to Get it Back*, CNBC (Oct. 11, 2024) ([www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html](http://www.cnbc.com/2024/10/11/internet-data-brokers-online-privacy-personal-information.html)).

Hiding or burying opt-out options for data collection only compounds the difficulties that Americans encounter when attempting to protect their privacy – and in fact, these “dark patterns” have “the substantial effect of subverting or impairing a consumer’s autonomy, decision making, or choice,” according to an enforcement advisory from the California Privacy Protection Agency.<sup>5</sup>

Given the importance of data transparency and privacy, I urge you to ensure that consumers have easy access to prominently displayed opt-out options. I also ask that Telesign respond to the following requests to aid the Joint Economic Committee - Minority in understanding your opt-out options and policies.

1. Please explain the design rationale behind the current placement of opt-out options for consumers on your website. How did Telesign consider the impact of potential “dark patterns” – such as making opt-out text miniscule or extremely hard to find – on outcomes for consumers, if at all?
2. Have you maintained code on any pages containing opt-out options that has excluded these pages from search results? If so:
  - a. How long has this code been in place?
  - b. Did you exclude these opt-out options from search results intentionally, and if so, why?
  - c. Since the code has been in place, how many unique users did you collect data on?
  - d. Will you commit to removing this code by September 3, 2025?
3. Do you conduct audits or other assessments of the visibility of your opt-out options or the success rates of opt-out requests? If so, please provide results from any assessments conducted in the last five years.
4. Since the publication of the investigation by *WIRED* and its partners, what steps have you taken to ensure that your data collection opt-out and privacy pages are visible and accessible to the public?

Please provide your responses as soon as possible but in no event later than September 3, 2025. If you have any questions related to this request, please contact [REDACTED] of the Committee staff at [REDACTED] or [REDACTED]. Please send any official correspondence relating to this request to [REDACTED].

Sincerely,



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<sup>5</sup> California Privacy Protection Agency, Enforcement Advisory No. 2024-02 (Sept. 4, 2024) (cppa.ca.gov/pdf/enf advisory202402.pdf).

Mr. Mark Reid  
August 13, 2025  
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Margaret Wood Hassan  
Ranking Member

cc: David Schweikert  
Chairman

Eric S. Schmitt  
Vice Chairman