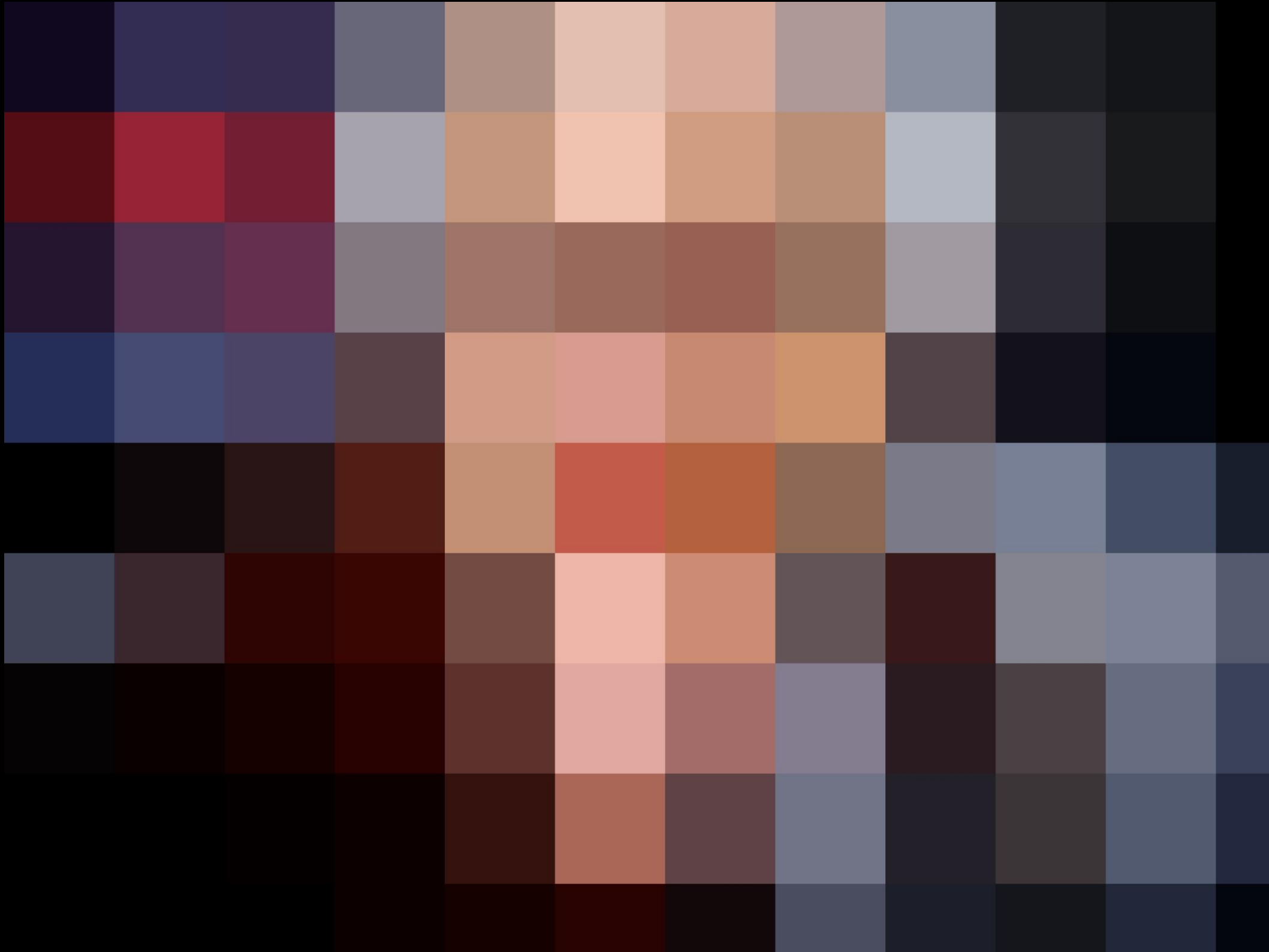
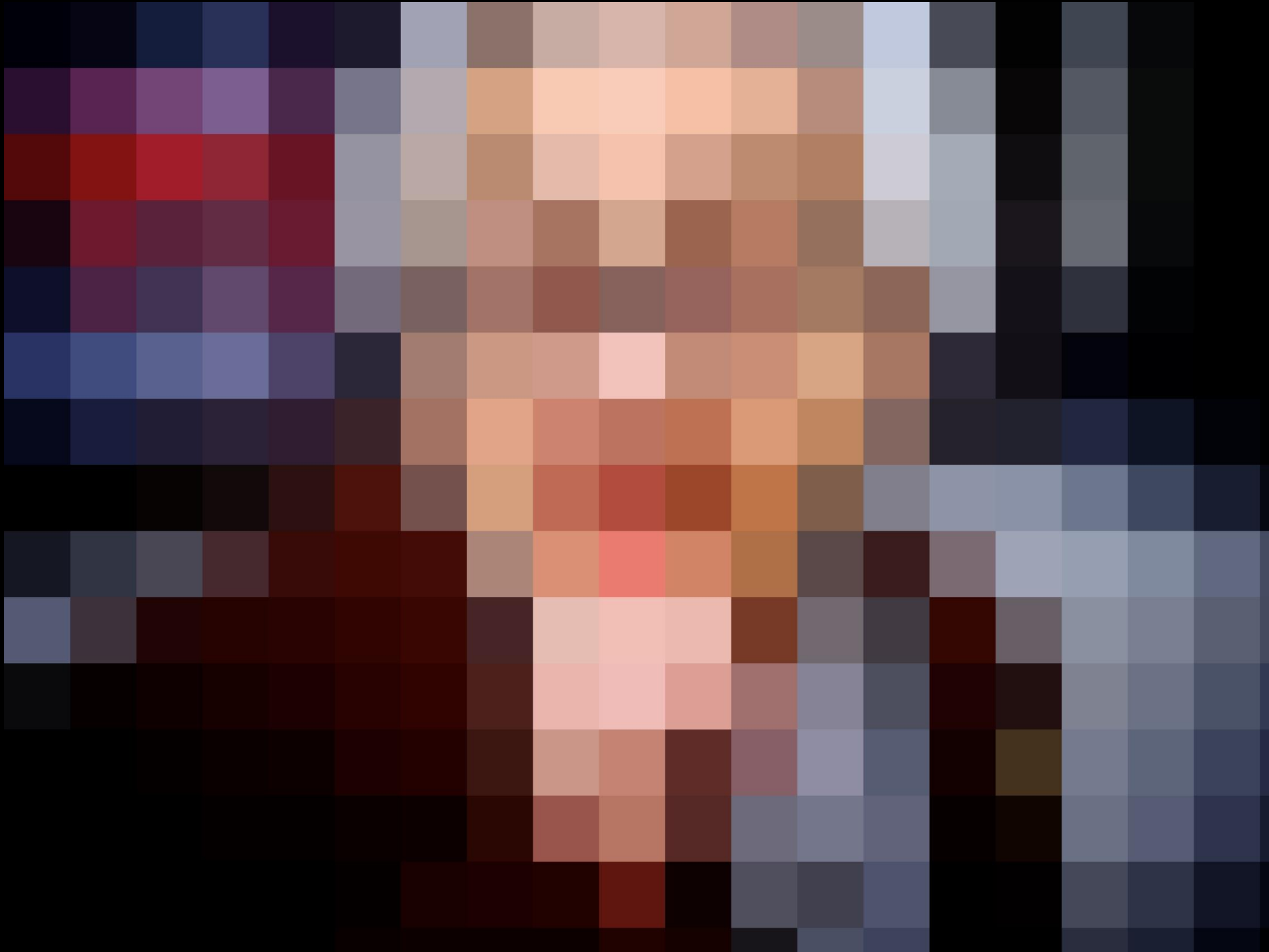
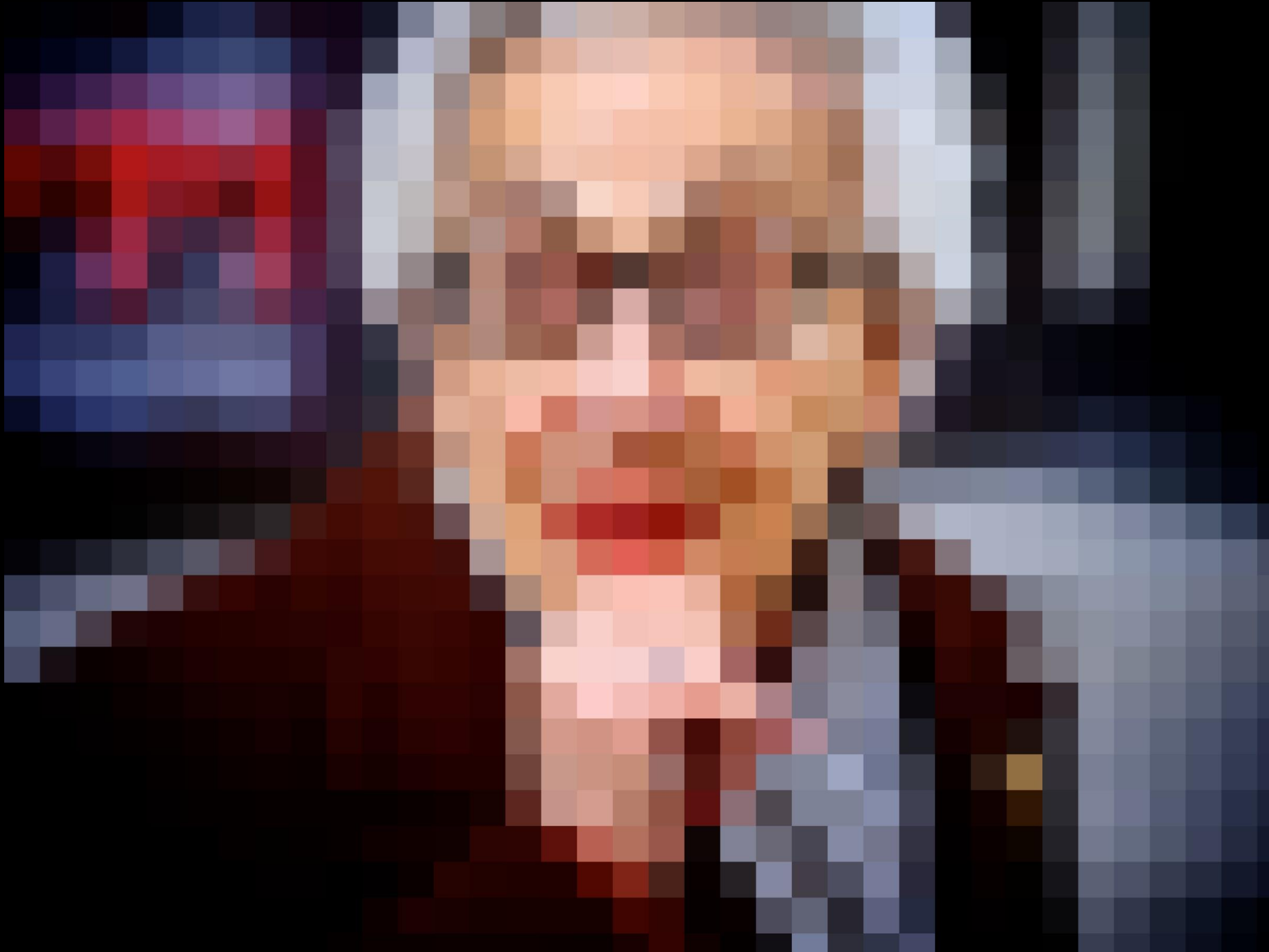




Your digital shadow  
betrays you.  
Do something  
about it.



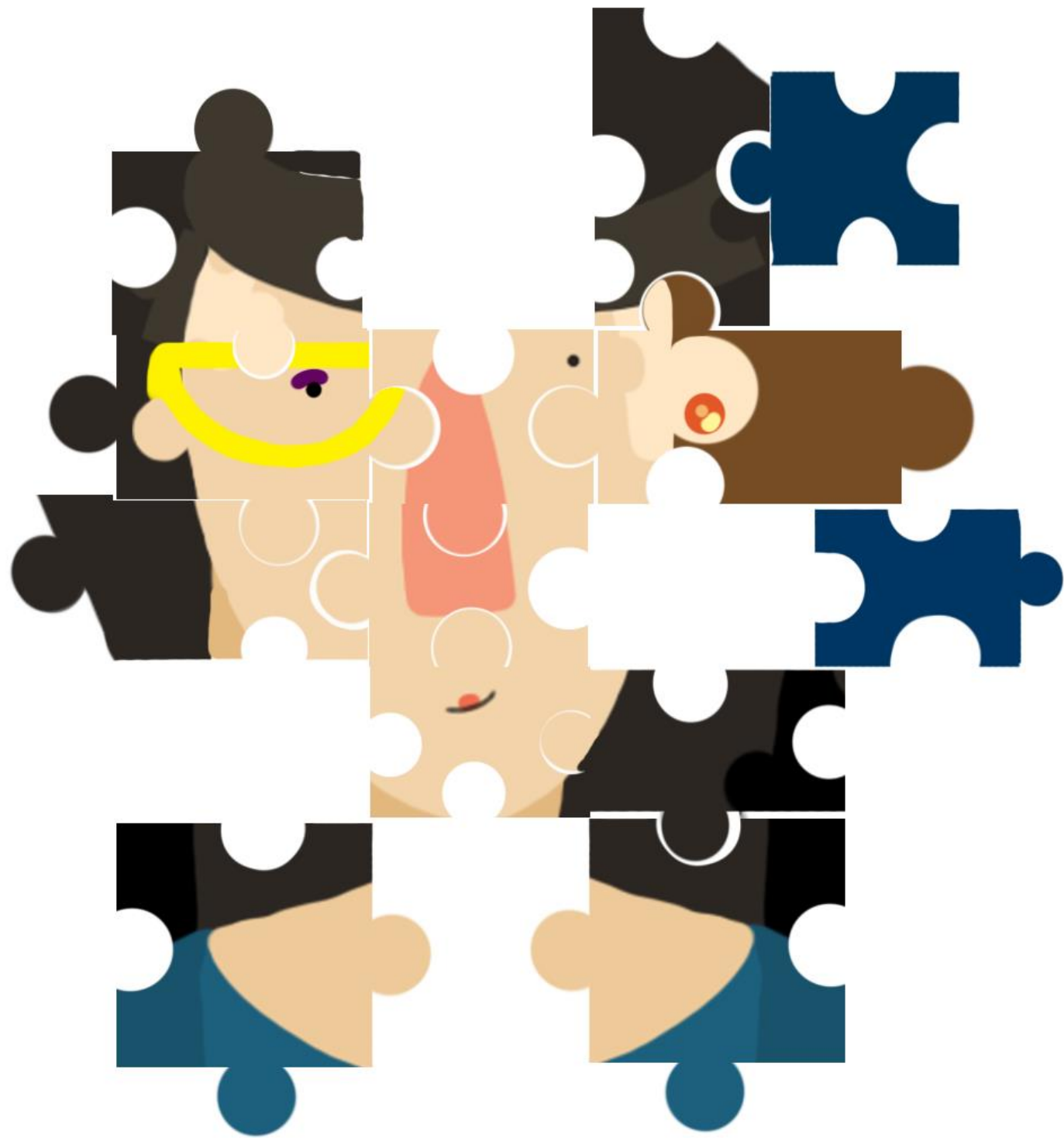


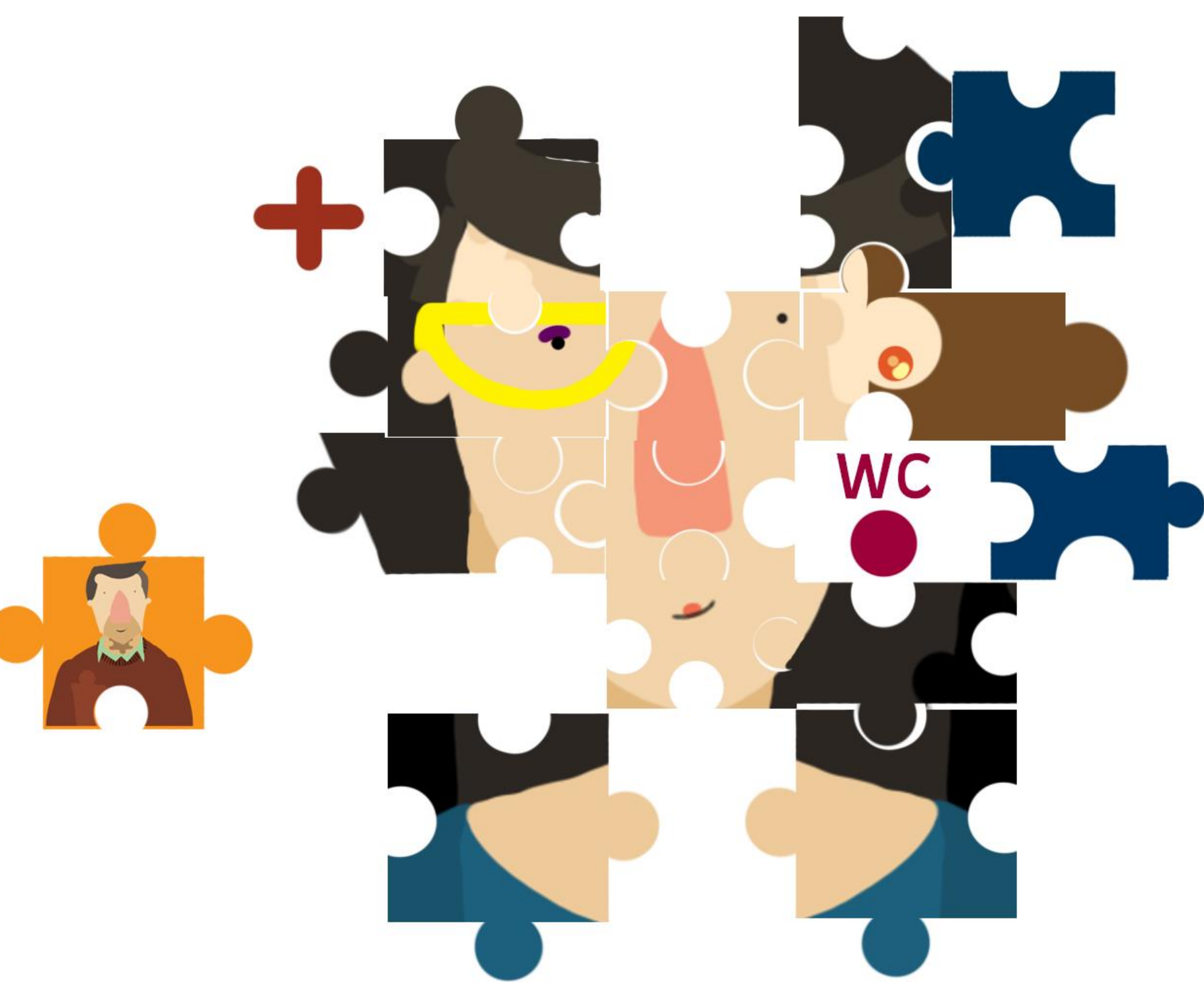




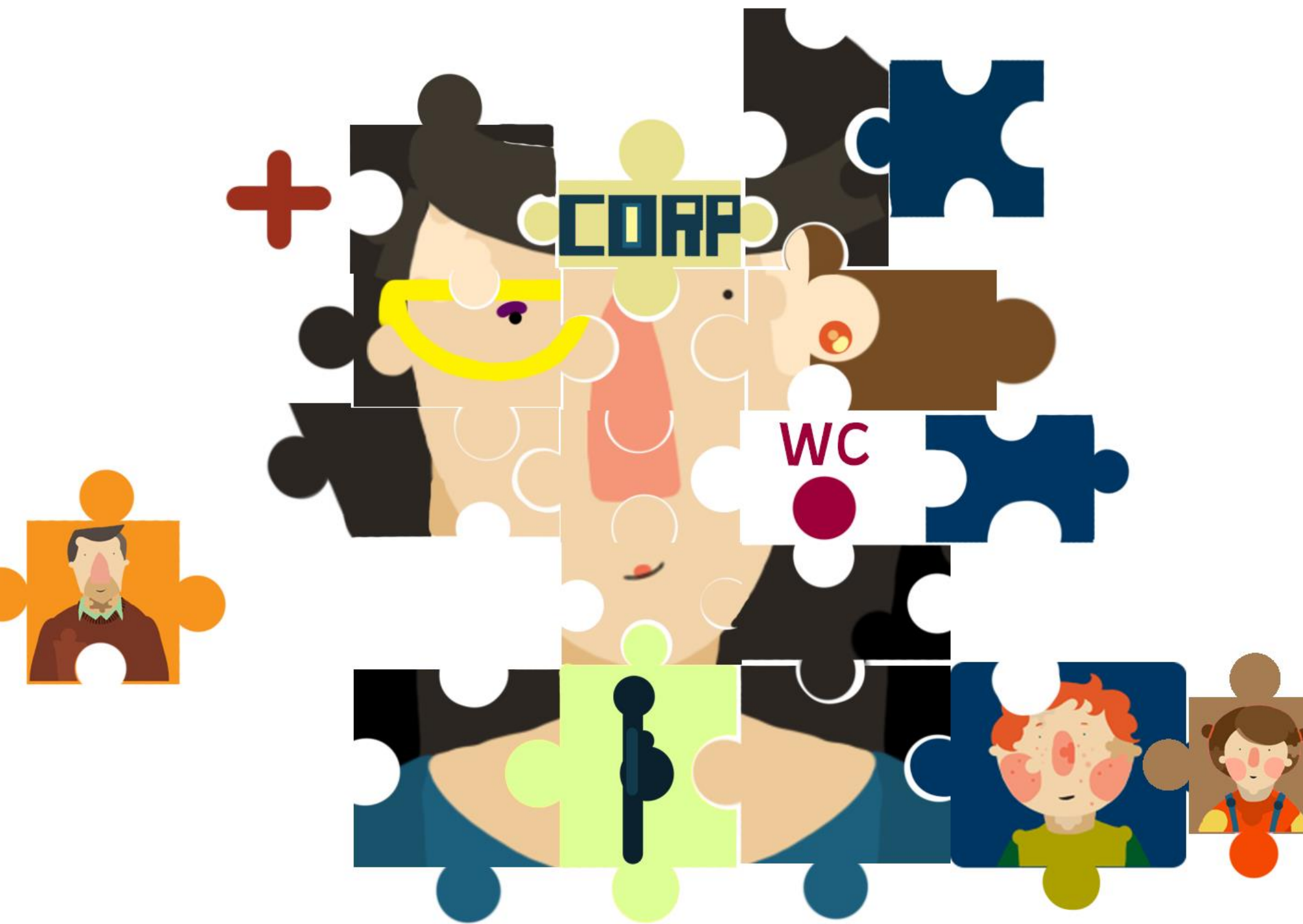
Fot. nalejandro, license CC BY 3.0/flickr.com











+

CORP

WC





**Political views**  
85% accuracy

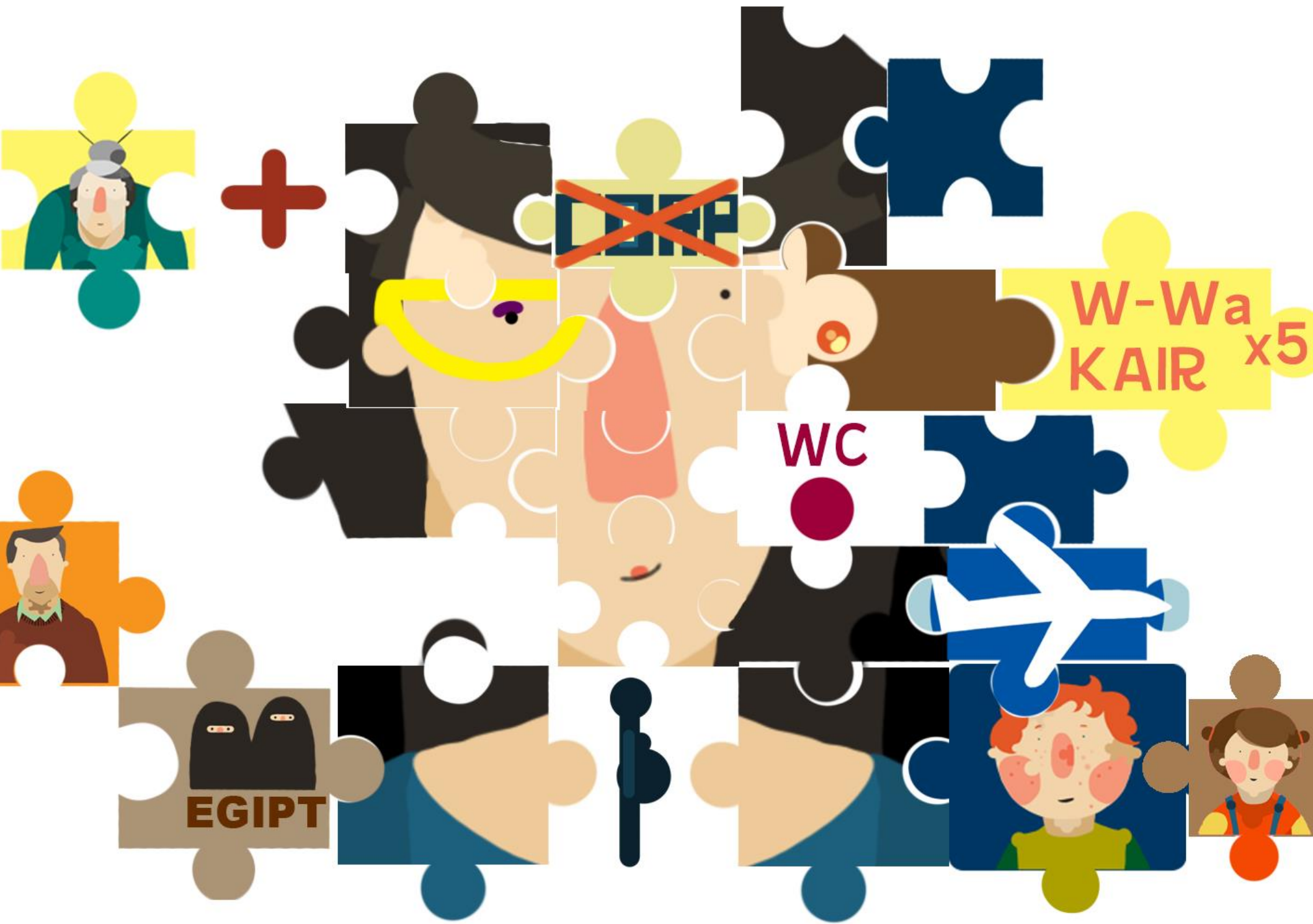
# **Sexual orientation**

homosexual men 88% accuracy

homosexual women 75% accuracy

**Parents divorced**  
60% accuracy





All data is credit data







Fot. quinnanya, license  
CC BY 3.0/flickr.com



Married to [blurred] since [blurred] 2012  
 Likes Prostitutes, [blurred]  
 Worked at [blurred]  
 Lives in [blurred] Pennsylvania

[Add Friend](#) [Message](#) [Search](#)

Married to [blurred]  
 Likes Prostitutes, [blurred] and 18 others  
 Likes Football, Cricket and WWF  
 Lives in [blurred]

[Add Friend](#) [Message](#) [Search](#)

Married to [blurred]  
 Likes Prostitutes, [blurred]  
 Lives in [blurred]  
 23 followers

[Follow](#) [Message](#) [Search](#)

Married · Male  
 Likes Prostitutes, I Love My Wife [blurred]  
 Lives in [blurred]  
 Read [blurred]

[Add Friend](#) [Message](#) [Search](#)

Likes Prostitutes, [blurred]  
 Listens to [blurred]  
 Watches [blurred]

[Add Friend](#) [Message](#) [Search](#)

More Than 100 People [View Grid](#)

REFINE THIS SEARCH

Gender [Add...](#)  
 Relationship [Married](#)  
 Employer [Add...](#)  
 Current City [Add...](#)  
 Hometown [Add...](#)  
 School [Add...](#)  
 Friendship [Add...](#)  
 Likes [Prostitutes](#) Add

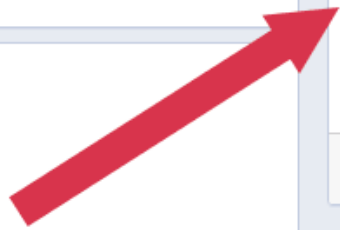
... SEE MORE

EXTEND THIS SEARCH

[More pages they like](#)  
[These people's spouses](#)  
[Photos of these people](#)

... SEE MORE

[Discover Something New](#)





Now the map used in redlining is not a geographic map but the map of your travels across the Web. A new term, weblining, covers the practice of denying certain opportunities to people due to observations about their digital selves.

*Lori Andrews: "I know who you are and I saw what you did"*



Choose your weapon

