

THE DISCOVERABILITY PROBLEM

AI-Enabled Targeting and the End of Practical Obscurity

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There is a vast difference between the public records that might be found after a diligent search of courthouse files, county archives, and local police stations throughout the country and **a computerized summary located in a single clearinghouse.**

Justice John Paul Stevens

DOJ v. Reporters Committee • 1989

// THE THESIS

TWO BARRIERS PROTECTED US

BARRIER ONE

Findability

Information scattered across courthouses, archives, and government offices

Collapsed by

Data Broker Ecosystem

BARRIER TWO

Correlation

Assembly of disparate data into actionable intelligence

Collapsed by

AI / Large Language Models

Both barriers have collapsed.

The result is democratized targeting.

// THE CATALYST

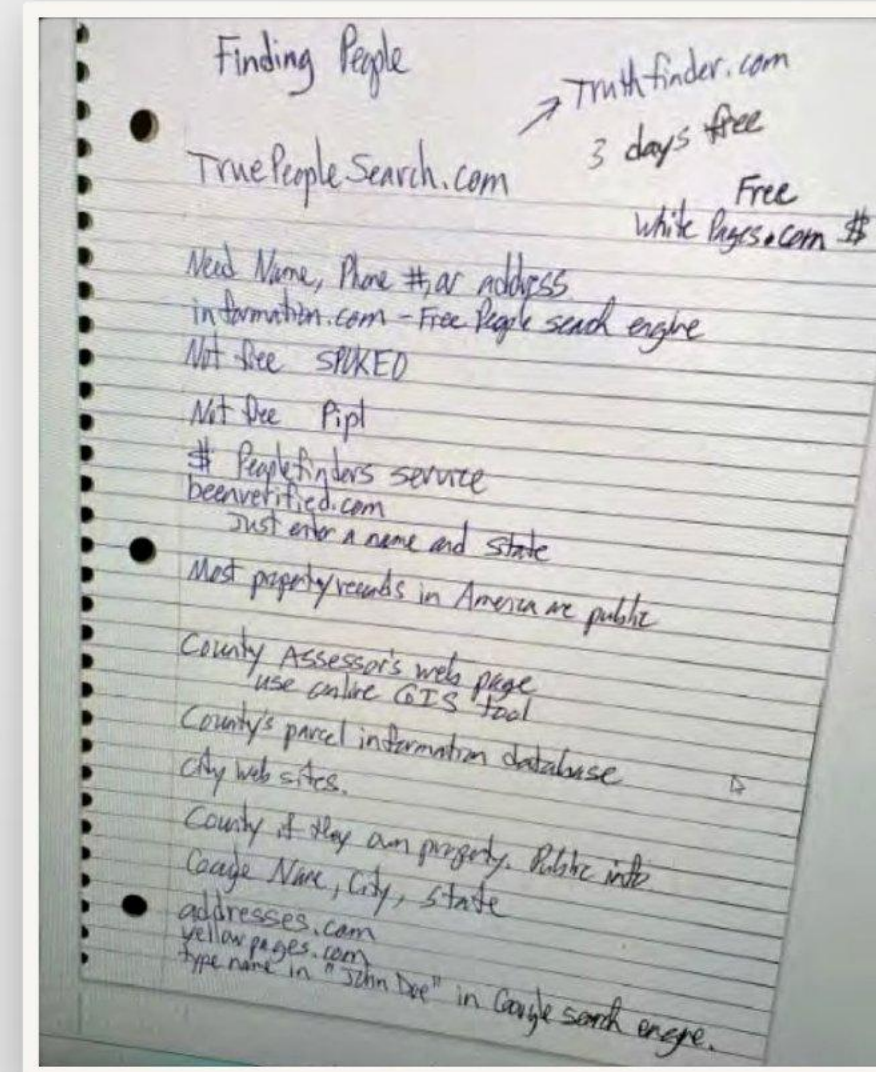
BOELTER NOTEBOOK

45+

State and federal officials. Names and home addresses recovered from a spiral notebook in the attacker's SUV.

11

Data aggregator websites. Annotated with pricing and which offered free access.



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Congress doesn't need any more proof that **people are being killed** based on data for sale to anyone with a credit card.

Every single American's safety is at risk until Congress cracks down on this sleazy industry.

Senator Ron Wyden

Ranking Member, Senate Finance Committee • June 2025

// THE ECOSYSTEM

INDUSTRIAL SCALE

\$280B

INDUSTRY SIZE

→ \$512B by 2033

4,000+

DATA BROKERS

Only 750 registered

10,000+

DATA POINTS

Per person (Acxiom)

98%

U.S. COVERAGE

260M adults indexed

No federal privacy statute prohibits this.

The industry operates in a regulatory vacuum.

// THE PATTERN

DATA BROKER BODY COUNT

1999

AMY BOYER

New Hampshire

\$20 for DOB. \$45 for SSN. \$109 for work address. Murdered in the parking lot.

2020

JUDGE ESTHER SALAS

New Jersey

Complete dossier: home, church, routes. Her 20-year-old son Daniel answered the door.

2025

HORTMAN & HOFFMAN

Minnesota

Two dead, two wounded. The list traced to the data broker ecosystem.

// RECONNAISSANCE

AI & CORRELATION

16h → 5min

Time to build a phishing attack.

82%

of Google top-3 rankings are cited by AI for the same query.

88%

AI-generated dossier accuracy on targets from public data.

Personal information one search away from anyone is now
one prompt away from everyone.

// THE EVIDENCE

IT'S ALREADY HAPPENING

OCT 2024

I-XRAY

Harvard students demo smart glasses + facial recognition identifying strangers in real time. Name, address, phone, relatives. Seconds.

MAY 2025

EXECUTIVE DOSSIERS

After Brian Thompson murder: 23,000+ executive profiles published. Entire build traced to a single freely available LLM.

DEC 2025

GROK

User asks for Dave Portnoy's address. 3M+ viewers watch it comply.

33 everyday people queried. Grok refused once. It volunteered phones, emails, and family members' addresses unprompted.

The tools exist. The data exists.

The only variable is intent.

// KEYS TO THE KINGDOM

ECOSYSTEM TARGETING

2026

EL MENCHO

Located through a romantic partner's associate. \$15M reward. Twelve-year manhunt ended.

2006

ZARQAWI

Found through a spiritual adviser tracked for six weeks to a safehouse in Iraq.

2011

BIN LADEN

Discovered through a trusted courier. One aide's movements ended a ten-year hunt.

The principal's protection ends where the **ecosystem's exposure begins.**

Findability precedes **targetability**.

// DO IT TONIGHT

REDUCE YOUR DISCOVERABILITY

01 GOOGLE RESULTS ABOUT YOU

Request removal of search results that surface your address, phone, or email. Google's 'Results About You' dashboard reviews submissions in hours.

02 LINKEDIN URL & PRIVACY SETTINGS

Change your public URL. Strip your location, middle initial, and graduation year. Every field is a correlation point for an attacker.

03 APP-LEVEL SETTINGS

On Signal, hide your phone number from discovery. On iPhone, turn on Lockdown Mode and Advanced Data Protection for iCloud.

