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# MARKET FACTS!

MARKET FACT #123

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# 1500

**data points is what the average  
DATA BROKER has, along with  
information of each data point  
regarding EVERY consumer!**

**DATE:** November 28, 2023

**COMMENT:** That's according to The World Privacy Forum. That's enough information to map out every person on Earth in a way that's scary to say the least, **since 1500 DATA POINTS is really an absurd amount of data on any individual.** A recent study by the Federal Trade Commission (FTC) found that [ONE data broker segment alone held information on 1.4 billion consumer transactions \(!\) and over 700 billion raw data. To put that in perspective, it's about 90 times the number of tweets sent GLOBALLY in a year \(!\).](#)

# ***A MESSAGE FOR BRANDS***

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