SWIPE This

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The value of the data is based on the **actual retail cost** charged by companies like Experian and ChoicePoint.

Ever been asked by a website to enter your address, date of birth, and education? It would cost them $14.50 to purchase that information on the open market ($0.50 from LocatePlus, $2.00 from Merlin Data, and $12.00 from ChoicePoint.)

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