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SWIPE This

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The SWIPE Toolkit is a privacy calculator that lets you calculate the value of personal information requested by websites.

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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