

Appendix H

Who's Who — Selling *Your* Personal Information

WhoWhere? (www.whowhere.lycos.com)	Searching for people and businesses? Look here first.
Medical Information Bureau (www.mib.com)	A site for the confidential interchange of underwriting and medical information about individuals exchanged among insurance companies in the life, health, and disability markets
Engage Technologies (www.engage.com)	This company offers marketing software for gathering information about individuals visiting Internet sites.
Adforce (www.adforce.com)	This company offers an on-line ad management service for both Web publishers and advertisers and their agencies.
Metromail (www.metromail.com)	Metromail helps companies identify, reach, and serve target audiences with specialized database marketing and reference services.
ADVO (www.advo.com)	This organization offers targeted direct mail services.
Harte-Hanks (www2.harte-hanks.com)	Direct marketing services on an international basis are offered by this organization.
Chilton Company (www.chilton.net/lists/pageII.htm)	A trade magazine publisher that markets its mailing lists for direct marketing purposes.
Bearak Reports (www.bearak.com)	A site providing asset search, business intelligence, and public record information services to law firms, banks, insurance companies, government agencies, and general corporate users
SwitchBoard (www.switchboard.com)	Find people, businesses, Web sites, and e-mail addresses

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