



You've probably never heard of this creepy genealogy site. But it knows a lot about you.

FamilyTreeNow

- There are many “people search” sites and data brokers out there, like Spokeo, or Intelius, that also know a lot about you
- This is not news, at least for the Internet-literate
- And the information on FamilyTreeNow comes largely from the public records and other legally accessible sources that those other data brokers use
- What makes FamilyTreeNow stand out on the creepy scale, though, is how easy the site makes it for anyone to access that information all at once, and free

FamilyTreeNow

- Profiles on FamilyTreeNow include the age, birth month, family members, addresses and phone numbers for individuals in their system, if they have them
- It also guesses at their “possible associates,” all on a publicly accessible, permalink-able page
- And, all of this is free information, no account required, unlike other sites where you need to pay for this much in-depth info
- From the website:
 - Original Data: Compiled from 1000's of U.S. Public Records Sources, including property, business, historical and current records.

FamilyTreeNow

- Lexis Nexis, for instance, can also aggregate tons of public records to create an in-depth profile of a person
- But that service is cost-prohibitive to most people who don't have access to the site through an institutional subscription

FamilyTreeNow

- Good Housekeeping, The Atlantic Monthly, Time, Fortune, BBB, Business Insider, Washington Post, and Wall Street Journal all had articles in mid-January about this ‘creepy site’
- Best article I’ve read about this website
- San Francisco Chronicle
 - <http://bit.ly/2mUS8U3>

FamilyTreeNow

- In January, a warning about FamilyTreeNow also popped up on “Enough is Enough” and “Survive the Streets.” They are both popular Facebook groups about law enforcement officer safety
- One post, which begins, “OFFICER SAFETY ALERT” warned that the site could be used by individuals who want to target the families of police officers
- That post had more than 10,000 shares by the next morning
- As Snopes noted, the site doesn’t specifically note whether an individual is a member of law enforcement or not.
- With a name badge, bad guys have all the info they need

FamilyTreeNow

- Dustin Weirich, the Sacramento-based entrepreneur who listed himself as the founder of FamilyTreeNow on his LinkedIn page doesn't answer calls
- His LinkedIn and FamilyTreeNow accounts now not available to public
- Facebook / Twitter accounts out-of-date
- Phone numbers disconnected
- Business no longer at address in San Jose

FamilyTreeNow

Web of Trust



Warning!

familytreenow.com

This website has a poor reputation based on user ratings

Trustworthiness
Very Poor



Child Safety
Very Poor



Users have identified the following issues

- Privacy risks
- Misleading claims or unethical
- Phishing

[View details and comments](#)

If you trust this site, please [rate it](#)

Go to the Site

Go Back

OPT OUT

- It's possible to opt out, but it's not clear whether doing so actually removes you from their records or (more likely) simply hides your record so it's no longer accessible to the public
- <http://www.familytreenow.com/optout>

Opt Out Status

Your optout request is being processed. Please allow up to 48 hours for your record to be removed.

FamilyTreeNow

- This is what is / was listed for me:
- 4 Associated names = 2 were wrong
- 9 Relatives; I chose the opt-out feature for my son and my daughters did the same for their accounts =
- 6 Relatives
 - 1 isn't a relative = 5 Relatives
- When someone opts out they are no longer listed in your record

FamilyTreeNow

- 48 Possible Associates
 - Both daughter's in-laws and 103-year-old grandmother
 - Son's widow, her father and her family
 - Her new husband and his relatives
 - Best friend of one son-in-law
 - Haven't got a clue who everyone else is

FamilyTreeNow

- Addresses
 - Mine
 - Daughter's (local) + Colorado
 - One daughter's mother-in-law's address
- 3 Phone Numbers
 - 2 incorrect
 - Landline and wireless
- I used the opt-out feature for my account, my son's and one daughter opted-out = all are inactive

0 Records for Judy Taylour

No records found :(

Tips:

- Modify your search criteria
- Try removing some criteria
- Check your spelling
- Try using a nickname or maiden name

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0 Records for Judy Joy Taylour

No records found :(

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Questions

