

Sofia Hernandez
Argument Essay, Prewriting 2

Part 1: Thesis

The data broker industry needs serious federal regulation because these companies collect our personal information without really asking us, use that information in ways that can hurt our economic opportunities, and operate with way too much secrecy for a democratic society.

Part 2: Claims

1. Data brokers collect massive amounts of personal data without meaningful consent.
2. This data is used to discriminate against people in pricing and lending decisions.
3. The industry operates with almost no transparency or accountability.
4. Existing state laws are too scattered to address a national problem.

Part 3: Intro DRAFT

Every time we unlock our phones, click a website, or scan a loyalty card, we hand over little pieces of information to companies you've probably never heard of. These companies—called data brokers—collect all of it, build a detailed profile about us, and sell it to whoever will pay. Most people have no idea how powerful this industry has become. The data broker industry needs serious federal regulation because these companies collect our personal information without really asking us, use it in ways that can hurt our economic opportunities, and operate with way too much secrecy for a democratic society.

Part 4: Conclusion DRAFT and Counterargument notes

Data brokers have built a billion-dollar industry on information that was never really theirs to sell. Federal regulation is the only way to guarantee that people have real control over their own data. Without it, the industry will keep operating in the shadows: collecting, profiling, and selling without accountability. The question is not whether data collection happens, but who gets to decide when it does. That decision should belong to us.

Counterargument Note: Some argue data collection is a fair trade for free services. I need to explain why "free" doesn't mean we gave up our rights.