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# THE HIDDEN THREAT OF **BAD** DATA



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# The Hidden Threat of **Bad** Data



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**M**ost databases today suffer from outdated records, missing company and contact information, and unverified data. But increasingly, these common issues are being overshadowed by a much more serious threat: **fake profiles.**

The rise of fabricated contacts and companies—often with convincing details like working emails and phone numbers—poses significant risks to individuals, businesses, and even national security. These profiles are being used for phishing scams, identity theft, financial fraud, and the spread of misinformation.

What's particularly alarming is that **many of these fake profiles are finding their way into legitimate databases**, often undetected.



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They not only appear credible but are likely being included in your marketing campaigns—skewing your performance metrics and giving a false sense of campaign effectiveness.

Over the past few years, it has become disturbingly common for companies to intentionally seed fake contacts and businesses into the ecosystem. Verification methods such as email or text message confirmation only prove the contact has access to a valid email or phone—not that they are a real person or business.

**As a result, it's more critical than ever to ask your data or lead providers the tough questions:**

- How do you verify your data?
- What specific steps are taken to ensure each contact or company is real?
- How can I validate the accuracy of the information I receive?
- And what should I do if I discover fake or misleading records in my database?

Awareness is the first step. Taking action is the next. Don't let hidden bad data undermine your decisions, campaigns, or reputation •



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