

Your Data, Your Rights & the Fight for Consumer Privacy

Get to know the MY DATA Act of 2025 and why Privacy-Enhancing Technologies matter.

By Arjun Bhatnagar, Cloaked

For years, we've asked corporations to be responsible for our data and to keep us safe by protecting our personal information. But no matter how hard we try, the result is the same: a record number of data breaches, unfettered sale of our data by data brokers, artificial intelligence without guardrails, and targeted ads that feel just a bit too personal. Each proves that this has not been a sustainable approach to improving data privacy or personal safety.

A recent development in Washington, D.C. is changing this, though. The introduction of the [MY DATA Act of 2025](#) (H.R. 6043) by Representative Lori Trahan is the first piece of legislation to put consumer privacy front and center. This bill, in its simplest terms, gives individuals the right to use privacy-enhancing technologies, like persistent identifiers or "cloaked" data, to protect their sensitive information without being penalized. If enacted, it would mean that a company cannot deny service to the [64% of Americans who use privacy tools](#) today.

It's significant in its simplicity and focus on helping individuals take back control of their data while upholding our fundamental right to privacy. It has the power to provide businesses across America with clarity on how to handle data and minimize the risk of breaches and data exploitation.

But this is just the beginning. More advocacy and action are required to turn this legislation into black-letter law.

Privacy-Enhancing Tools Protect Data & Poison the Bad Actor Well

Over the last 18 months, we at Cloaked have been speaking with representatives on both sides of the aisle, helping to educate policymakers about the privacy challenges consumers face and the need for federal legislation to put protections into law for privacy-enhancing tools. Why? Because we know they work and can serve as a first line of defense against malicious activity.

Privacy tools, like masked email addresses and phone numbers or virtual addresses and credit cards, help to poison the data that corporate America, big tech, and bad actors have on you. They confuse the aggregators and bad actors, while breaking the connections to the data so heads or tails can't be made of your digital profile.

And while most of us do everything we can to keep our Social Security numbers safe, we freely share other valuable pieces of data with anyone who asks. This includes our phone number, which we willingly give out to everyone from Dominos to the IRS to the cute person at the bar. Yes, that phone number you've had for 20 years, that you have used millions of times, and don't ever want to give up...If this is you, take heed.

The Hotline that Shocked a Nation

Privacy can be difficult to understand, and we know it is frequently overwhelming. We hear from people all the time that they think privacy is important, but they don't know where to start keeping their data safe. They also don't know the extent of the problem related to their own sensitive data. They receive notifications that their data has been breached or found on the Dark Web, without any idea what to do next or which privacy tool will be most effective. The abundance of questions can cause decision paralysis – so they don't do anything.

We have found the best way to reignite commitment to privacy is through the power of example.

The Cloaked Hotline has been an eye-opener for many politicians and individuals alike. Using publicly available data located on data brokers and other public domains, it instantly demonstrates the risks we currently face and the ease with which bad actors can breach security protocols, and spam/scam us with just one sensitive piece of data: your telephone number.

Give the Hotline a try: 855-752-5625.

Now you know firsthand why privacy-enhancing technologies are so important and why we need legislation that makes it legal for anyone who chooses to use them.

Join the Fight for Consumer Privacy: *My Data, Act!*

I encourage you to visit MyDataAct.org to learn more about the MY DATA Act of 2025. While there, take action. Write to your representative about why consumer privacy, federal privacy legislation, and access to tools are so important to keeping you and your data safe.

And if you're a part of an organization committed to consumer privacy, let's start a conversation. We're creating a coalition and building a movement that prioritizes consumer privacy.

What's at Stake

Personal data touches nearly every aspect of our lives today. Without clear, enforceable privacy rights at the federal level, consumers will continue to be at risk of losing their autonomy, security, and personal safety. Federal legislation such as the MY DATA Act of 2025 represents a significant step toward the change we need, transforming privacy by finally putting control back in consumers' hands.

The more people who understand the significance of this legislation and fight for it, the stronger the signal to lawmakers to take consumer privacy seriously.