The broker profile

SIL 503 Week 7 lab sheet, 21 October 2026

Pair		**Model and version**	

The playbook's profiling activity puts you in the position of the profiler. You are given a small amount of data about one person and asked to decide something about their life. This version hands the assembling to a language model.

The persona

Invented for this lab. Never a real person, a classmate, or a client.

Data type	Packet contents
Name and age	Marisol Trent, 34. Invented for this lab.
Mobile call records, one month	Numbers, cell locations and call lengths. Two neighbourhoods and a hospital exchange.
Utility bills, six months	One address, a shutoff notice in month four, reconnection in month five.
Online purchase history	Infant formula, a used textbook, a space heater, two money orders.
Search terms, one day	Bus route to a county office, walk-in clinic hours, how to appeal a benefits denial.
Credit score	A subprime band, with two collections accounts listed.
Browsing session	A public library catalogue, a state benefits portal, a payday-lending comparison page.
Your scenario	Landlord, hiring manager, or loan officer. Circle one before you prompt.

The prompt

Below are six kinds of data about one person. Assemble the profile a data broker would sell about them, in three or four sentences, then state the decision you would make about them as a landlord, a hiring manager, or a loan officer, and why.

AI disclosure

The disclosure line is the one the class chartered in Week 5: the tool, its use, and anything it stated wrongly or slanted. The last field is required, and a blank one counts as not having checked.

The CARE grid

CARE is Collective Benefit, Authority to Control, Responsibility and Ethics, drafted on 8 November 2018 in Gaborone and published by Carroll and colleagues in 2020 [3.3]. The four names are theirs and the four questions under them are this lab's. Answer each one about the profile the model produced, and not about the persona.

Collective Benefit Who benefits from this profile existing, and does anyone in the group it describes?	**Authority to Control** Who authorized the collection, and who could refuse it now?
Responsibility Who is accountable if the profile is wrong, and accountable to whom?	**Ethics** Whose rights and wellbeing were weighed, and at which point in the chain?

Three questions at the close

- What did the tool state that the data does not support, and what did it assemble that you had not noticed?
- Whose data trained the model that produced this profile, and was any of it governed by the people it came from?
- Where would a real profile like this go next? In December 2025, ICE awarded 13 private firms skip-tracing contracts under a vehicle worth up to $1.2 billion over two years, with contractors receiving as many as 50,000 names a month [2.2].

Source: Our Data Bodies (2019), Digital Defense Playbook, odbproject.org, Data Profiling, Digital Decisions, pages 64 to 68; the Week 7 page on CARE and on the broker market.