ToolGPA

NOVEMBER 2026

BrandYourself

The Insider's Guide

Online reputation software with data broker opt-outs



Every plan, grade, refund rule and rival among data removal services, read from BrandYourself's own pages.

Made by BrandYourself · checked Nov 13, 2026 · toolgpa.com

1.8

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from BrandYourself's own pages, its app-store listings and our grades. Every fact in it is on BrandYourself's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 4 of the 15 other data removal services we grade

BrandYourself sells online reputation and privacy tools to individuals and businesses. Its software scores what appears when someone searches your name and gives an action plan, and its privacy feature files opt-out requests with 50+ data brokers. Managed services for negative Google results and reviews are sold separately.

> "
>
> **It covers fewer brokers than dedicated removal services.**
>
> From our report card of BrandYourself

To get you started, here are **7 things to know about BrandYourself**, taken from its own pages and our grades.

1 **Best for checking what a name search shows, plus broker opt-outs**

We could not read a software price on the site, only a few dollars a month, and managed services are quoted by consultation.

2 **It runs on Web**

Web.

3 Free privacy scan

A free scan, which the site says takes 60 seconds, shows where data brokers expose your address, phone, email and other details.

4 Data broker opt-outs

Its PrivacyProtector feature processes removal requests with 50+ major data brokers, per the site.

5 Reputation score and action plan

Scores your search results and suggests content to publish and risks to fix; the site suggests about 30 minutes a week.

6 A 1.8 GPA, above 4 of 15

That is against the other data removal services we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace BrandYourself you would be making opt-out requests to hundreds of data brokers, sent again whenever they list you again. That is not a weekend's work, with an AI app builder or without one.

BrandYourself at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY BrandYourself	CATEGORY Data Removal Services
OUR GRADE 1.8 GPA, weak	

The report card

Best for checking what a name search shows, plus broker opt-outs

BrandYourself scores what appears when someone searches your name, gives an action plan and files opt-outs with 50-plus data brokers. We could not read a software price on the site, only a few dollars a month, and managed services are quoted by consultation. It covers fewer brokers than dedicated removal services.

TOOLGPA REPORT CARD — **BrandYourself** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No software price was readable; the site says a few dollars a month, so it is graded the middle. Managed services run to about $2,000 a year or are quoted.
Free plan and trial	D	A free scan and reputation score, but no trial of the broker opt-outs and no free plan.
Features	C	Privacy scan, reputation score, social cleanup and opt-outs with 50-plus brokers. The listing shows it covers fewer brokers than some dedicated services.
Ease of use	C	No store rating on record. You follow an action plan and spend about 30 minutes a week on it.
Platforms and integrations	C	Web only, and the listing names no integrations.

Grade point average — Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who BrandYourself is for

- ✓ Fits if you want to see and fix what your name search shows
- ✓ Works for people who will follow a weekly action plan

Who it is not for

- ✗ Skip it if you want a price up front: none was readable, only a few dollars a month
- ✗ Too light on brokers if that is the reason: 50-plus by its own count, fewer than some rivals
- ✗ Watch out: managed reputation services are priced by consultation
- ✗ Tight if you want hands-off removal, as the software relies on you following the plan

Good to know

Good for

- ✓ People who also want to improve their Google results
- ✓ Those who want a free scan before paying
- ✓ Professionals handling reputation and privacy in one place

Worth knowing

- ⓘ No price was readable on the site pages we could open; the software is described only as a few dollars a month.
- ⓘ Covers 50+ data brokers by its own count, fewer than some dedicated removal services.
- ⓘ Managed reputation services are priced by consultation, not listed.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

BrandYourself's current pricing could not be confirmed from its own site.

> **No software price was readable; the site says a few dollars a month, so it is graded the middle.**
>
> From our grade for value for money

We could not confirm BrandYourself's current prices from its own site, so this guide lists no plans. brandyourself.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Online reputation software with data broker opt-outs. Here is what it does, as its own site describes it, and what it covers: reports, data removal.

> **The listing shows it covers fewer brokers than some dedicated services.**

From our grade for features

Free privacy scan

A free scan, which the site says takes 60 seconds, shows where data brokers expose your address, phone, email and other details.

Data broker opt-outs

Its PrivacyProtector feature processes removal requests with 50+ major data brokers, per the site.

Reputation score and action plan

Scores your search results and suggests content to publish and risks to fix; the site suggests about 30 minutes a week.

Social media cleanup

A separate tool scans social accounts for posts that could hurt your reputation.

Managed services

Sold separately: negative Google result removal, personal branding, review and Glassdoor management.

Where it runs

Web

What it works with

Its own pages name no integrations.

BrandYourself is made by BrandYourself.

Where it stands

Its grades against its category, and whether to keep it or make your own

4/15

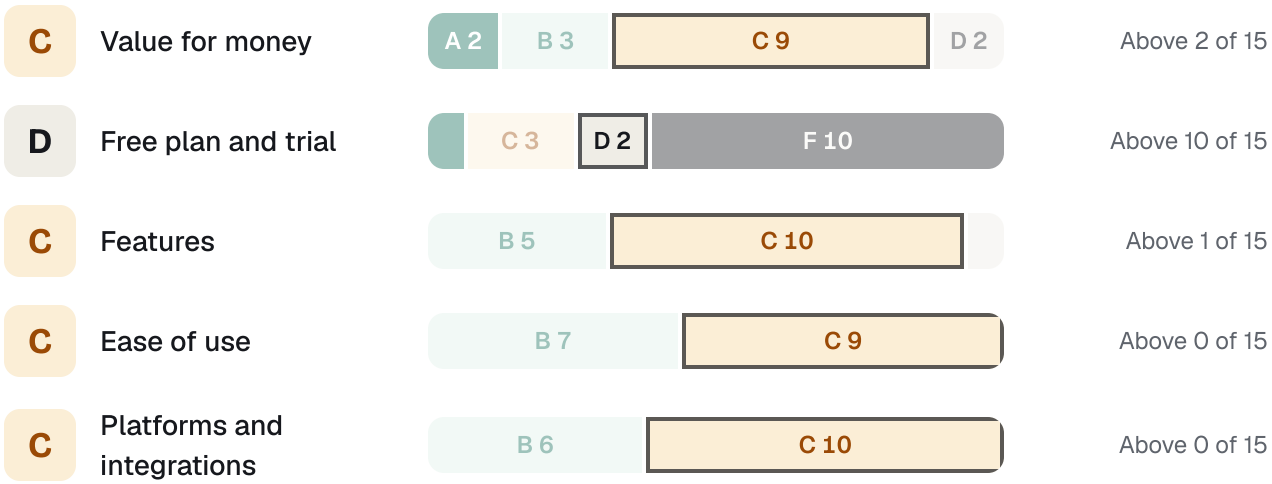
Other data removal services it is graded above

BrandYourself's GPA of 1.8 is higher than 4 of the 15 other data removal services we grade, and level with 4.

It stands best on value for money (C, above 2 of 15) and worst on free plan and trial (D, above 10).

Each grade against the category

Every bar is all 16 data removal services we grade, cut by the letter each got. BrandYourself's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace BrandYourself you would be making opt-out requests to hundreds of data brokers, sent again whenever they list you again. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 7 of the 15 other data removal services grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- Opt-out requests to hundreds of data brokers, sent again whenever they list you again.

What this rests on. BrandYourself's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



ReputationDefender, DeleteMe, Optery, Incogni and Privacy Bee

The 5 tools BrandYourself is most often weighed against, with where each one differs from it.

1.6 GPA

ReputationDefender

Paid

Consultation-led search and people-search cleanup from Norton.

BrandYourself and ReputationDefender compared in full

1.8 GPA

DeleteMe

From $129/yr

Data broker removal handled by privacy staff, sold by the year.

BrandYourself and DeleteMe compared in full

2.8 GPA

Optery

Free plan · from $3.25/mo

Data broker removal with a free exposure report and screenshot proof.

- Optery has a free plan. BrandYourself does not.
- Only Optery lists iOS and Android apps.

BrandYourself and Optery compared in full

1.8
GPA

Incogni

From $7.99/mo

Automated data broker opt-outs from the company Surfshark started.

BrandYourself and Incogni compared in full

2.4
GPA

Privacy Bee

From $8/mo

Data broker removal with custom takedowns and a white-glove tier.

- Only Privacy Bee lists iOS and Android apps.

BrandYourself and Privacy Bee compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

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Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is BrandYourself free?

No. BrandYourself is a paid product.

What platforms does BrandYourself work on?

BrandYourself is available on Web.

Does BrandYourself have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. BrandYourself is listed for Web.

Does BrandYourself have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. BrandYourself is listed for Web.

Is BrandYourself open source?

BrandYourself is not described as open source on its own site, as read on Nov 13, 2026.

Who makes BrandYourself?

BrandYourself is made by a company of the same name.

What are the alternatives to BrandYourself?

The closest alternatives to BrandYourself in our directory are ReputationDefender, DeleteMe, Optery, Incogni and Privacy Bee.

How does BrandYourself compare with other data removal services?

BrandYourself's GPA of 1.8 is higher than 4 of the 15 other data removal services we grade, and level with 4.

Could I make my own version of BrandYourself?

To replace BrandYourself you would be making opt-out requests to hundreds of data brokers, sent again whenever they list you again.

Where this guide comes from

The prices, plans, platforms and features were read from BrandYourself's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from BrandYourself's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by BrandYourself. Prices change, so check brandyourself.com before you buy.

brandyourself.com/

brandyourself.com/reputation-management-softw...

brandyourself.com/remove-info-data-brokers

brandyourself.com/protect-your-privacy-online

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

BrandYourself, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/brandyourself

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "BrandYourself: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/brandyourself
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Know someone choosing between data removal services?

Send them this guide:
toolgpa.com/tools/brandyourself/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded data removal services after BrandYourself, each with an Insider's Guide of its own.

Data Removal Services Insider's Guide

Every one of the 16 data removal services we grade, compared

Mozilla Monitor Insider's Guide

Free data breach scanner with alerts and guided fix steps

2.8 GPA

Optery Insider's Guide

Data broker removal with a free exposure report and screenshot proof

2.8 GPA

Aura Insider's Guide

Identity theft protection plans that include data broker removal

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what BrandYourself's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. BrandYourself is a trademark of its owner, and this guide is not made, paid for or approved by BrandYourself. Prices and plans change: check brandyourself.com before you buy.