SCARLET

MEDIA

FREE GUIDE · 5-MINUTE READ

Stay anonymous

The ways creators get found, and how to close each one.

PRIVACY

SCARLETMGMT.COM

Yo, I'm Nick. I manage creators, and the question I get asked most isn't about money. It's *"will my family find out?"*

Here's every way I've seen creators get found, and how to close each one. Do all of it before your first post. It's much harder to fix after.

> *"There was no face shown! It was based on the furniture in my house!"*
>
> *A creator, after people from her town posted her screenshots on the town's Facebook page.*

Your face matters *less than your sofa*

People recognise rooms, not just faces. Hiding your face doesn't help if your bedroom is the same one your friends have seen.

- **Your background.** Furniture, windows, the view outside, wall art, the bedspread from your personal posts. Pick one plain corner you've never shown on your personal accounts, and film everything there.
- **Your body.** Tattoos, piercings and birthmarks get recognised before faces do. Cover them, edit them out, or keep them off your personal accounts for good.
- **Your words.** Your nickname, your school, your job, your town, slang only your friends use. Write a "never say" list and give it to anyone who talks to fans for you.

Your phone number is *the biggest leak*

Instagram and TikTok suggest your account to people who have your number saved. Your mom has your number. So does your ex.

- **Sign up with email only.** A new email, no phone number. If an app insists on a number, use a brand-new one, never your real one.
- **Never sync your contacts.** When an app asks to "find your friends", the answer is no.
- **Keep the accounts on their own phone.** An old phone, factory reset, is enough. Never log your personal and creator accounts in on the same device.
- **Never follow your personal accounts,** and never let them follow you. No likes on your friends' posts from the creator account.
- **Turn off location on your camera.** On iPhone: Settings → Privacy & Security → Location Services → Camera → Never. Photos can save where they were taken.

One new name, *everywhere*

- **Pick a stage name, two words at most.** Google it and check it's free on every platform before you use it.
- **Use it on every creator account, and nowhere else.** Never on a personal account, never in a username your friends know.
- **Your legal name only goes to the ID check.** The site needs your real ID to verify you're 18. Fans only ever see your display name.
- **Never your real city.** If a profile asks for a location, put a general state, not your town.
- **Block your home state if you can.** If your page lets you block locations, block the one you live in. It won't stop someone determined, but it stops the people most likely to know you from running into you.

Photos that *lead back to you*

- **Never reuse a photo** between your personal and creator accounts, in either direction. Face-search tools can match the same picture across sites.
- **Take new photos for the new profile.** Not your old profile picture, not a crop of it.
- **Check the background of every photo before it goes up,** the same way you would for video.

When something *leaks anyway*

Be honest with yourself here: if you post, some of it will leak. Almost every page that earns gets leaked. The goal is that a leak can't be traced to your real name.

- **Search your stage name plus "leaked" once a week.** You want to find it before anyone you know does.
- **Takedown services exist.** They find copies and file removal requests for you, for around $99 a month. Worth it once leaks start costing you money.
- **Keep your stage name and legal name apart everywhere,** so a leak stays a leak of "her", not of you.

The checklist

1. **One plain corner** to film in, never shown on your personal accounts.
2. **Tattoos and piercings** covered or kept off your personal accounts.
3. **A "never say" list** written and shared with anyone who chats for you.

4. **Email-only sign-up,** no contacts synced.
5. **A separate phone,** or at least never both sets of accounts on one device.
6. **Camera location off.**
7. **A stage name** checked on Google and every platform.
8. **No real city** anywhere, home state blocked if you can.
9. **No reused photos** between personal and creator accounts.
10. **A weekly search** for your stage name plus "leaked".

One last thing. How a payout shows up on a bank statement, and what tax forms show, is a question for an accountant. Ask one before your first payout, not after.

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