

# Tracesmart joins the British Bankers' Association



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Press Release Author: [Tracesmart](#)

Industry: [Internet & Online](#)

Press Release Summary: Asset reunification specialist now associate member of the BBA

Press Release Body: Cardiff based Tracesmart, leading supplier of [asset reunification](#) and identity verification services, has announced it is now a professional associate member of the British Bankers' Association (BBA). Tracesmart has joined the BBA to gain a deeper insight into the financial sector and share its expert knowledge with the banking community.

Tracesmart currently supplies a wide range of services to the financial sector which are used for a variety of purposes – from specialist tracing and [data cleansing](#) services which drive asset reunification campaigns, to electronic [identity checks](#) which are used in [anti-money laundering](#) and know your customer exercises. Becoming a professional associate member of the BBA will ensure Tracesmart is fully aware of challenges the industry faces and allow the company to share its extensive specialist knowledge. Mike Trezise, Managing Director at [Tracesmart](#), highlighted the company's long tradition of working with professional organisations,

*"We are already members of, and work with, numerous professional bodies to the benefit of both parties - we now hope that in working with the BBA we can continue this practice and expand our knowledge of the banking industry. A better understanding of the sector inevitably allows us to further tailor our service offerings and can only lead to better service provision for our clients."*

In addition to information sharing, the company aims to raise the awareness of the Tracesmart brand in the banking community – the BBA

has members all over the globe and its member banks together form the biggest international banking centre on the planet. On welcoming Tracesmart as a professional associate member, Jason Cole, Commercial Director of the BBA, noted the diverse array of companies that support the BBA,

*"The BBA is the leading UK banking and financial services trade association and acts on behalf of over 200 members from 60 different countries. We are pleased to welcome Tracesmart as a professional associate member of the BBA. This membership consists of a variety of firms including companies from the legal, accounting, consultancy and technology sectors. All have one thing in common – a desire to participate and share information amongst their peers from the banking community."*

### **Notes to Editors**

- Tracesmart Limited was formed in 1999 and supplies a diverse range of consumer data cleansing, identity check and people tracing tools to a wide variety of industries. The company's client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs.
- The BBA is the leading association for the UK banking and financial services sector, speaking for 223 banking members from 60 countries on the full range of UK or international banking issues and engaging with 37 associated professional firms.
- Mike Trezise is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.
- Jason Cole is the Commercial Director for the BBA and is responsible for the management of BBA's commercial services, including marketing, publications, qualifications & training, venue hire and developing and running over 100 conference and seminar programmes annually.
  
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