

Tracesmart launches the 2010 Electoral Register



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The end of the calendar year is the period when local authorities make available their amassed edited Electoral Registers, and again Tracesmart is at the forefront following the announcement that they have already started incorporating the newly released 2010 data into their extensive catalogue of consumer information. As one of the UK's leading data specialists, Tracesmart maintains its position and reputation by ensuring the data they hold is the most up-to-date possible, providing their clients with access to the latest information obtainable.

A promotional banner for Tracesmart. On the left, a dark grey bar contains a white button with the text "...access our in-depth data universe". Below this, there are two phone numbers: "029 2047 4150 cardiff" and "020 7469 4204 london". On the right side of the banner, there is a stack of papers or documents, representing data.

The UK electorate populate two registers which are collated by local authorities. The first is the full [Electoral Register](#), which is utilised to facilitate local and national elections and is also employed by credit reference agencies. The second is the edited Electoral Register which holds the data of those individuals who did not 'opt-out' whilst completing their registration form. This list is held in the public domain and is commercially available. Tracesmart utilises this information, along with previously accumulated data, to provide identity checks, data cleansing and tracing solutions to the nation's businesses and industries.

[Tracesmart Corporate](#) has a diverse and constantly growing legion of companies employing their online facilities to [trace people](#), and verify individuals as part of fraud prevention procedures. Edited Electoral Register records provide indispensable information for both [identity checks](#) and tracing exercises, as they contain names and addresses of UK citizens; key information needed to identify or locate an individual.

Commenting on the release of the newly uploaded Electoral Register data, Paul Weathersby, Tracesmart's Technical Director, remarked, "Once again, Tracesmart

leads the way in delivering Electoral Register information. We have uploaded millions of new records to our system in a very short period and they are already fully searchable. We pride ourselves on this rapid integration which guarantees our customers early access to the best data available."

Loading of the 2010 edited Electoral Register data into Tracesmart's systems will continue throughout December and January; it is anticipated that the edited register will be fully integrated by the end of January 2010.

About Tracesmart

- Established in 1999, **Tracesmart** Ltd is a leading provider of consumer intelligence services. It specialises in the provision of data cleansing, consumer tracing and identity verification. Prominent in the pensions, collections, legal, financial and retail sectors, their tracing, data cleansing and fraud prevention solutions are employed by a growing legion of businesses ranging from SME to FTSE 100 companies. Recently, the company's management has embarked on a rapid growth strategy, doubling staff numbers and office accommodation at its Cardiff Bay headquarters in addition to opening its City of London office to satisfy existing and anticipated future demands for its products and services.
- **Paul Weathersby**. Tracesmart's Technical Director, Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced and extensive IT department.

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Photographs available on request.

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