

Tracesmart Corporate Add 1.7m Dates of Birth to Their Database

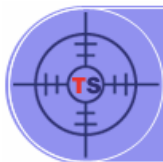


Released on: February 20, 2008, 6:03 am

Press Release Author: **Adam Williams - Marketing Manager**

Industry: [Internet & Online](#)

Press Release Summary: Tracesmart Corporate the leading suppliers of web-based consumer tracing systems have added 1.7 million new dates of birth to its database. The total number of DOBs in the database is now 33.5m, the largest collection of DOBs in the UK.



Tracesmart Corporate – Leading providers of consumer tracing, data cleansing, Know Your Customer and B2C marketing solutions.

Press Release Body: Leading suppliers of web-based consumer tracing systems [Tracesmart Corporate](#) have acquired a further 1.7 million **dates of birth (DOB)** to add to their proprietary dataset, the [Tracesmart Register](#). The addition of these new data protection compliant DOB records, takes the current total they hold to over 33.5 million, a considerable amount more than their closest competitors.

Paul Weathersby, Technical Director at Tracesmart Corporate, emphasises the importance of accurate **DOB information**, *"while some companies maybe happy to provide their customers with model*

age data, we prefer to offer accurate dates of birth, as they are a key identifier when attempting to [Trace People](#).

*"The importance of **DOB information** when attempting to trace an individual should not be underestimated; accurate **DOB records** undoubtedly enhance positive trace rates. For example, locating a specific David Jones in Cardiff will be much easier with a precise DOB than without."* he continued. The use of precise **DOB data** also helps to avoid mis-tracing*, the results of which can cause much distress for the incorrectly traced party and untold damage to the corporate identity of the company whom traced the individual.

This latest DOB records update is just one of many data acquisition projects **Tracesmart Corporate** is currently undertaking. In addition to the 1.7m **DOB records** being added to the **Tracesmart Register**, a further 6.7m Shareholder records have recently been sourced and are being processed, readying them for merge into the main database. *"The combination of our ever expanding **Tracesmart Register** with our other comprehensive datasets has significantly increased the use of our services in key sectors. For example we have made major strides in the debt sale and purchase market with many established companies choosing our services over our competitors"* comments **Mike Trezise, Managing Director**.

*Mis-tracing – An increasingly worrying problem whereby companies set out to trace one individual, but incorrectly trace another individual who has the same name. Dependent on the primary reason for tracing the person, this will have negative effects for both the company who conducted the trace and the incorrectly traced individual themselves.

Paul Weathersby is an industry leading IT specialist who, in his role as **Technical Director**, oversees the planning and development of **Tracesmart Limited's** extensive web systems.

Mike Trezise has been involved in tracing people since 1984 and is the founder of **Tracesmart Limited**. His extensive knowledge and entrepreneurial use of public domain consumer data provides the company with a distinct competitive advantage, enabling them to replace outdated legacy tracing solutions.

Tracesmart Ltd are based in South Wales, UK in the business focal point – Cardiff Bay – **Tracesmart Corporate** provides companies with a variety of services including:

- people tracing solutions
- data cleansing
- electronic identity verification
- B2C marketing data

Tracesmart Corporate is the commercial division of **Tracesmart Limited**. For more information please visit www.tracesmartcorporate.co.uk

Web Site: <http://www.tracesmartcorporate.co.uk>

Contact Details: Adam Smith – Marketing Manager

Tel: 02920 474120

Mob: 07976 637091

email: adam@tracesmart.co.uk

Photos available on request