SIIA is celebrating member companies that are data superheroes: these companies are building positive data privacy practices into their mission and are using best practices to generate a distinct societal benefit:

- **track** and **stop** sophisticated criminal activities, financial crime, and identity theft;
- **advance** data-driven, privacy-enhancing technologies to support a stronger digital ecosystem;
- **support** automated, real-time alerts and crowdsourced verification to locate missing individuals; and
- **reduce** inequities that disproportionately plague marginalized communities.
1. IT’S A BIRD, IT’S A PLANE
NO – ITS REFINITIV®: FIGHTING FINANCIAL CRIME,
ONE RISK MITIGATION PROGRAM AT A TIME

Refinitiv® is one of the largest providers of financial market data and is a subsidiary of the London Stock Exchange Group (LSEG). The company offers a volume of data to ensure financial institutions can accurately screen third parties; identify and mitigate any threats of criminal activity; and meet regulatory and legislative compliance functions.

One example of how it sets its best foot forward, Refinitiv worked with United for Wildlife (UfW) in 2020, to create a powerful synergy to analyze and expose environmental crime using data and expertise from two influential organizations. UfW, headed by The Duke of Cambridge and The Royal Foundation, works to foster public-private sector collaboration and eliminate illegal wildlife trade.

As a result of the partnership, Refinitiv® aims to enhance data quality and improve its clients’ ability to monitor and assess connections to wildlife trafficking and green crime, or the link between organized crime and sustainability.

Refinitiv has also leveraged valued partnerships with nonprofits, governments and aid organizations to analyze open source data, using cutting edge network data analysis technology to stamp out modern-day slavery from supply chains, prevent war criminals from abusing the financial system in Africa and to track, analyze and capture insights on how armed conflict is financed, sustained, and monetized. These partnerships have earned Refinitiv the distinction of being awarded the Impact Company of the Year by Better Society Awards for two years.

See more at:
Preventing Crime through Integration and Collaboration
THOMSON REUTERS®

2. SOLVING THE UNSOLVABLE CRIME: INVESTIGATING A COLD CASE FILE IN WAHOO, NEBRASKA USING THOMSON REUTERS CLEAR®

Mary Kay Heese was last seen just after 5 pm on March 25, 1969, standing at the corner of Fifth and Linden streets in Wahoo, Nebraska, about 5 blocks from her home. The 17-year-old high school junior was alone. Later that night, her parents reported her as missing.

Early the next morning, a local farmer spotted schoolbooks scattered across a county road about 3.5 miles southeast of town. He notified law enforcement, and a short time later the teen’s body was discovered in a roadside ditch. In time, investigators determined Mary Kay had been driven out of town and potentially murdered outside city limits. An autopsy revealed that she died of multiple stab wounds. Investigators gathered evidence and conducted interviews, and citizens called in multiple tips, but the murder weapon was never recovered, and no arrests were made.

Fifty years later, the case remained unsolved, and Mary Kay’s murder had cast a dark cloud over Wahoo, a tight-knit community of 3,500 people, for as long as anyone can remember. “An unsolved homicide case never closes,” says Ted Green, criminal investigator for the county attorney, “so it’s always been on people’s minds.” When the county attorney asked Green to conduct a top-to-bottom review of the case, he set off across Nebraska to round up the original reports from various state agencies that had worked on the investigation. Before long, he had generated an extensive list of potential witnesses, many of whom now lived out of state. “It almost seemed impossible at first,” he says, “because back in 1969 very few young people had Social Security numbers.” Green scoured old high school yearbooks and historical society records in order to learn anything he could about the witnesses.

He plugged the bits of information he had into Thomson Reuters CLEAR®—sometimes just a name or a nickname, or the name of a parent or sibling, or a vehicle, or a former address or old job. One by one, he tracked down the current location and contact information for all but 3 of the witnesses he had identified. CLEAR also revealed some witnesses thought to be deceased were still alive including the original suspect who had recently moved. In fact, the suspect had moved about two dozen times since 1986 and had married numerous times. In gathering a paper trail for the trial, Green produced more than 100 witness interview reports, six of which are prepared to testify at a trial. Most crucial of all, Green used CLEAR to locate a law enforcement officer who investigated the crime scene in 1969. Green had a name but was unable to find the individual using state resources.

CLEAR provided him with the necessary contact information and he will also be testifying, if this case advances. The information Green collected from CLEAR, combined with the witness testimony, will allow him to forward this unsolved murder case, along with a current witness list, to the Nebraska Attorney General for possible future prosecution. Green stated that without CLEAR, this case would have gone nowhere.
3. MORE DATA? NO PROBLEM

ENVEIL ZeroReveal® UNLOCKS THE POWER TO LEVERAGE MORE DATA THROUGH PRIVACY-ENHANCING TOOLS

Enveil is a pioneering Privacy Enhancing Technology company whose data-protecting capabilities are changing the paradigm of how and where organizations can leverage data to unlock value. Its ZeroReveal® solutions allow users to securely derive insights, crossmatch, and search third-party data assets without ever revealing the contents of the search itself or compromising the security or ownership of the underlying data. Enveil is a 2020 World Economic Forum Technology Pioneer and its award-winning, market-ready solutions are delivering nation-state level protection to the global marketplace.

By facilitating secure and private usage of data, Privacy Enhancing Technologies (PETs) can increase the scope and scale of data flows and, as a result, generate a digital ecosystem filled with deeper and more impactful insights. Information can be securely shared between entities and across jurisdictional boundaries, expanding data access and utility and enabling organizations to reduce risk while making faster, better-informed decisions. PETs solutions ensure data is securely processed, which provides a critical benefit in a tech-driven ecosystem.

Demonstrating the power of these innovative technologies in action, Enveil recently partnered with DeliverFund, the leading counter-human trafficking intelligence organization, to harness their respective technology and data sourcing breakthroughs to combat human trafficking. The collaboration leveraged Enveil’s PETs-powered solutions to accelerate reach and efficiency by allowing users to securely and privately screen existing assets at scale by cross-matching and searching DeliverFund’s extensive data holdings. This enables organizations to more accurately evaluate potential human trafficking risk while protecting Personal Identifiable Information (PII).

See more at: Enveil - Pioneering Privacy Enhancing Technologies
4. RELX™ HARNESSES THE EYES AND GOODWILL OF THE PUBLIC TO RECOVER MISSING CHILDREN

A missing child is every parent’s worst nightmare. In 1981, that nightmare became a reality for John and Reve Walsh when their 6-year-old son, Adam Walsh, went missing in Florida. At the time of Adam’s disappearance, a system for finding missing children just didn’t exist in the US. Authorities were slow to respond and without a process to gather tips or information from someone who might have unknowingly witnessed Adam’s abduction, it was as if Adam had vanished without a trace. Sadly, Adam’s body was recovered two weeks after his disappearance.

About 20 years later, Alicia Kozak was kidnapped at age 13. Her abductor took her several states away from her home and held her in a basement dungeon he had built in his home. He then livestreamed her being abused. The outcome was different this time. In the aftermath of the Adam Walsh tragedy, his parents created the National Center for Missing & Exploited Children (NCMEC), which today fields nearly 17 million calls per year on its CyberTipline.

LexisNexis Risk Solutions® has partnered with NCMEC for the past 20 years in many ways, including the creation and donation of the technology behind the Automated Delivery of Alerts on Missing Children, known as The ADAM Program.

The ADAM Program technology leverages the potency of photos — still the single most powerful tool in finding missing children — and harnesses the eyes of the public to help recover missing children. It quickly distributes posters containing a photo and other critical information of a missing child to police, news media, schools, businesses, medical centers and individuals within a specific, targeted geographic area. Built in 2000, The ADAM Program continues to be maintained and upgraded by a team of volunteers at LexisNexis Risk Solutions to this day.

“Had my poster not been shared nationally, I would not be here today,” says Kozak, now an advocate for internet safety and missing persons. She was recovered four days after her abduction because someone recognized her from a missing child poster and alerted the FBI.

Deeply affected by his brother’s disappearance and murder and the thousands of other cases he has witnessed since then, Cal Walsh is today a child advocate and spokesperson for NCMEC. He says that by leveraging its core business solutions and expertise, LexisNexis Risk Solutions is able to quickly “identify the technologies that allow us to get those images out there faster, to even more people, and geo-targeted.”

“The technology allows us to use the power of the public, boots on the ground; it gives people the opportunity to do the right thing,” notes Walsh. “At the end of the day, it’s the public that is helping people reunite children with their loved ones.”
5. GOOGLE USES MACHINE LEARNING TO BUILD A CULTURE OF INCLUSION FOR COMMUNITIES WITH DISABILITIES

Google built a machine learning system using open-sourced models to expand the database of forms, expressions and physical characteristics of sign language. This gives individuals with disabilities and their caregivers a better of expressions of sign language that exist and creates a continuously updated database of examples.

See more at: Google’s machine learning makes sign language more accessible

ABOUT SIIA

SIIA is the voice of the specialized information sector. On behalf of our more than 450 members, SIIA fights for legislative and regulatory policies that support their public policy interests and foster innovation and growth across the diverse specialized information sector. We invite you to join our vibrant community and welcome your support.

Collectively our voice is stronger – JOIN today.

To learn more about membership visit: siiainet/membership.