



Reputational / Adverse Media Searches

To Offer or Not?



Andy Hellman – Managing Director, International & Strategic Initiatives

Andy runs ClearStar's special projects group, focused on delivering industry-leading, innovative solutions for ClearStar's customers. Andy brings over two decades of experience to this role in organizations ranging from venture-backed startups to Fortune 100s, including over a decade in background screening. Prior roles include running the business analytics team for ChoicePoint and the Global Screening business for LexisNexis. His international experience includes study abroad in Japan, working for an Italian technology company in Milan and working for LexisNexis in London while managing teams in London, Chicago and Singapore. He has a BA in International Economics and Leadership Studies, and an MBA in Finance and Entrepreneurship. He also holds CIPP/E and CIPM certifications.



Kerstin Bagus, Director, Global Initiatives

Kerstin Bagus supports ClearStar's global screening program as its Director of Global Initiatives. Kerstin has more than 30 years of background screening industry experience, working for a variety of firms, large and small. During this time, she has been involved in many aspects of screening including sales, customer service, product management, compliance, and vendor management. Kerstin is one of the few individuals in the industry who is privacy certified through the International Association of Privacy Professionals (IAPP) for Canada, EU, and US.

Kerstin is a passionate participant in the National Association of Professional Background Screeners (NAPBS) and is a current member of the Board, in addition to participating on several committees. She also participates on IFDAT's Legal Committee, with a primary focus on global data privacy. Outside of work she is a volunteer for the National Park Service Chattahoochee National Recreation Area, where she helps to build and maintain hiking trails and assists with special events.

Agenda

- What is this?
- Types
- Positives & Negatives of Conducting
- Why Clients Want This
- Conclusion & Q/A



It Is As The Name Suggests



Berliner  Morgenpost



- Media Search
- Reputational Media Search
- Adverse Media Search
- Criminality Search
- Illicit Activity Database Search

Know What You Are Getting

- Reputational – Including Positive
 - Accomplishments
 - May include negative items
- Reputational – Only Negative
- Criminality
 - Only covering items related to a crime or sanction

⊘ Not the Same as Social Media Searches



Reputational Media - Positive

Rousing Performance by ClearStar Staff

By Staff Writer, Wombat Press

Yesterday's presentation on global screening by ClearStar staff was heralded as the best ever by audience members. "Fabulous", "Riveting", and "Extremely Educational" were some of the comments heard in the standing room only audience. The presentation staff, consisting of Andrew Hellman, Craig Caddell, and Kerstin Bagus, from the heralded company ClearStar

Inc., are long time performers in the global presentation space. Topics included how to conduct global background screening, global data transfer, European Union data transfer specialties, and Subject Access processing. "If only I had known this before I began my journey in this work program, I would have been a better equipped Human Resources Manager"

said Ian Jones, HR Manager from XYZ Company.

The seasoned presentation team will embark on a world tour to increase the knowledge of background screeners globally. They are scheduled to play for sold out crowds in massive stadiums throughout Asia, Europe, and Latin America.

Information on tickets is at www.clearstar.net.

Reputational Media - Negative

Sallie Gogetter Sacked from Government Post

By Staff Writer, Wombat Press

The celebrated, former government official, Sallie Gogetter, was relieved of her duties yesterday.

Government officials cited her constant attention to detail as a distraction for the rest of the staff, who were

used to performing at a lower level. "Consistency and accuracy just isn't that important for the chemistry division", said one government official on promises of anonymity.

Ms. Gogetter was unavailable for comment, saying she was busy dusting her office for the next incoming staffer. She promised to leave detailed notes advising how best to run the department.

Criminality / Adverse Media

Jon Doh Convicted in Iceland

By Staff Writer, Wombat Press

The notorious Jon Doh was convicted yesterday in Sauðárkrókur Iceland. He was charged with 45 counts of terrible doodling and was convicted on all counts. According to the Icelandic Penal Code, the convictions carry a maximum penalty of 3 years of hard labor scrubbing floors in a paint ball gym.

Mr. Doh, also known by his alias of Play Doh, pleaded no contest to the charges. He indicated he thought he had talent and thus the drawings were not considered doodles in his mind. His attorney tried to get his conviction overturned on the basis of an excessive daydreaming complex Mr. Doh has been diagnosed with, which

causes him to draw and try to erase the drawing using a clay like substance. The presiding judge, a renowned artist in Ólafsvík Iceland, said “það er engin leið að þetta manneskja er að framleiða list”, and literally threw the book at Mr. Doh.

Mr. Doh, who will celebrate his 99th birthday cleaning floors, is resigned to his fate.

Criminality NOT ~~Criminal Records Search~~



The Good & Bad

Advantages

- Often faster than a regular criminal records check
- May also be the only option in some countries

Disadvantages

- Lacking details to make them reportable
 - Generally name match only
- Currency of record can be an issue
 - Result in reporting something that is out of date or incorrect.

More Bad News



- Low rate of reporting due to identifier matching issue
 - COULD report name match only results BUT FCRA issue?
- Impact on Spent Record Regimes
 - Result would have been suppressed but visible in Adverse Media result
- Reported Results that Would Have Been Otherwise Filtered
 - In addition to Spent Records
 - Some countries filter results to match job position
 - Netherlands VOG



One More Thing

Customers – Especially the
Person Placing the Order -
Can Easily Get Confused



They Think this is a Criminal Record Search
In Spite of Your Best Education Efforts



Why Sell It?

- Better than nothing for some clients
- Clients feel it has value
- Clients want quickest, easiest, least expensive search



Conclusion and Q&A

Reputational Media searches are known by several names and come in several forms

- Most commonly used in employment screening are “Adverse Media” / “Criminality” searches

Problems

- Few identifiers available for matching
- Spent and suppressed records could be reported

If You Do Provide Them

- Make sure your client understands they are not criminal record searches
- Be transparent about the issues



Thank you!

Contact: craigc@clearstar.net