

# Electoral Register Is Updated With 1m Changes



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Over the last six months Tracesmart, one of the UK's leading providers of consumer data services, has made over 1,000,000 amendments to their [Electoral Register](#) 2009 data. Conducted over the period January '09 to June '09, the changes were made possible through the Rolling Register updates which the company receives on a monthly basis – ensuring Tracesmart holds the most accurate data available.

Both the full and edited Electoral Registers play a key role in the company's [Tracesmart Corporate](#) suite of services. Edited Electoral Register data is utilised in the business's [data cleansing](#), existence check and [debtor tracing](#) systems. Whilst Tracesmart's electronic identity verification service, AML, draws upon full Electoral Register data.

Tracesmart's Electoral Register records were refreshed using monthly Rolling Register updates. The Rolling Register is a monthly update which provides individuals whose personal circumstances change during the electoral year – for example a home move or marriage – with the opportunity to re-register on the Electoral Register with their new details.



Prior to the inception of the Rolling Register this was only possible once a year.

These updates allow Tracesmart to refresh their records on a monthly basis – ensuring their clients can access the most up-to-date consumer information available. It is essential that the company's datasets are constantly updated, as many of their services are relied upon for legal compliance. For example their AML service which facilitates electronic [identity checks](#), helps Tracesmart clients to ensure they comply with UK anti-money laundering legislation, making it imperative that data provided is as current and accurate as possible.

Commenting on the company's continued commitment to data quality, Paul Weathersby, Technical Director for Tracesmart, noted, "All of our services, whether for corporate or consumer use, draw upon the most recent data available. We conduct updates on an annual, monthly, weekly and even daily basis to ensure accuracy. In addition to regular updates, the company conducts its own data collation projects; some of which involve extensive digitisation of data held in hard copy format. This commitment to data quality and diversity allows for constant service augmentation and innovation, which in turn allows us to retain our market leading position."

Contact Details: About Tracesmart: Tracesmart Ltd was formed in 1999 and supplies a diverse range of consumer data cleansing, identity check and tracing tools to a wide variety of industries. Their client base ranges from SME to blue chip companies; all recipients of bespoke solutions, built around their specific needs.

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 IT team.

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Images available on request.