

Tracesmart Bolster Their Database



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Tracesmart, the online [people search](#) providers, have announced the addition of 100,000 rolling register updates for their tracing website. The new records will further assist customers when performing their online searches, delivering added accuracy to the Tracesmart facility. The new electoral roll data consists of individuals who have moved home or changed other details during the past month and have contacted their local authority to register their change of circumstance. The annual canvas of the UK population is undertaken during October every year, offering households the choice to opt out of the electoral roll if they wish. The option has given people the freedom to decide if their information is to be kept in the public domain, or only made available to those within local authority or credit reference agencies.



The number of people choosing to opt-out has risen since the opportunity was introduced in 2003, however the [electoral roll](#) continues to document millions of people and in 2009 the total amassed was 25 million records. Paul Weathersby, Tracesmart's Technical Director, explains that although this number is lower than previous years, he is confident that the company's unique Tracesmart Register fills in the gaps, strengthening the database. Weathersby commented, "We were the first website to publish the monthly updates, and we know from listening to customers that this has benefited them greatly. The fresh data we upload monthly is in addition to the Tracesmart Register, which is a database of data compliant sources."

The Tracesmart Register has 250,000 new record uploads every month, and the extra rolling register monthly additions bolster the websites positioning as the premium [name search](#) facility.

"We pride ourselves on the information we hold, and invest in the most current data available to us. This provides our customers with the best possible chance of a successful [address search](#) to [find relatives](#) or friends," said Owen Roberts, Tracesmart's Communications Manager.

Anyone who moves or changes their details is encouraged to contact their local authority or visit the website [About My Vote](#) to register or update their details.

About Tracesmart:

- **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.
- **Owen Roberts** has worked in the creative, advertising and communications industries for over 25 years and is the voice of Tracesmart. Heading up the communications team, he raises the public awareness of the company through various media driven PR campaigns.
- Tracesmart Ltd - Since the launch of its website in 2004 Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

Contact: Owen Roberts – Communications Manager

- TRACESMART Ltd
- 2 Sovereign Quay
- Havannah Street
- Cardiff
- CF10 5SF
- Tel: 029 2047 4114
- Email: owen.roberts@tracesmart.co.uk

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