

Americans Support Law Enforcement's Use of Data Fusion Tools to Help Solve Crimes Faster Monday, October 17, 2016 10:00:00 AM (GMT)

CHICAGO, IL--(Marketwired - October 17, 2016) - Three out of four Americans support law enforcement's use of data fusion tools to help solve crimes quickly, according to a new TransUnion (NYSE: TRU) survey. Findings from the October 2016 survey of 1,002 adults were unveiled today at the International Association of Chiefs of Police (IACP) conference.

The survey found that consumers across the United States support the use of data fusion tools that bring together different types of publicly available data such as addresses, names, bankruptcy record and phone numbers. In fact, 81% of survey respondents said that law enforcement has an obligation to use publicly available information that can help catch criminals and solve crimes.

"Law enforcement agencies continue to expand their use of data fusion tools. The value of linking hundreds of millions of records in a short period of time to find cyber evidence on criminals is critical in cases which need timely outcomes -- such as solving a murder or finding an abducted child," said Jonathan McDonald, executive vice president of TransUnion's government information solutions business unit. "Our survey clearly demonstrates that a far majority of consumers support law enforcement's use of publicly available data."

Percent of Consumers Who Support/Oppose the Use of Data Fusion Tools to Quickly Help Solve for the Following Crimes

	Strongly or Somewhat Support	Strongly or Somewhat Oppose	Do Not Support or Oppose
Violent crimes (murder, battery, sexual assault)	83.3%	8.7%	8.0%
Finding missing and abducted children	87.2%	6.5%	6.3%
Vices (illegal gambling, prostitution, etc)	52.0%	24.3%	23.8%
Identity theft	82.3%	7.4%	10.3%
Insurance fraud	73.1%	10.1%	16.9%

The survey indicated that consumers' support of data fusion tools is influenced by the fact that they do not include non-public data like phone records, banking statements, internet search histories, and other information protected by state and federal privacy laws. Approximately six in 10 respondents (59%) said they are more likely to support data fusion tools because they do not include non-public data.

TransUnion's [TLOxp®](#) is one such data fusion tool that includes search and locate technology and advanced linking algorithms. This technology delivers actionable data through a user-friendly interface in a matter of seconds. The advanced locating technology in TLOxp helps law enforcement officers replace otherwise time-consuming legwork with point-and-click ease.

"Data fusion solutions using publicly available data such as TLOxp are critical for law enforcement because it helps them get closer to locating suspects and important witnesses, verify identities and link connections faster," added McDonald.

TransUnion currently works with thousands of local, state and federal law enforcement agencies. TransUnion's [Government Information Solutions](#) division provides fraud, benefit eligibility verification, continuous evaluation and insider threat services, identity authentication, data breach response, investigation services, and other key solutions to federal, state and local government agencies in the U.S. TransUnion's solutions help both private and government sector organizations manage risk and reduce costs.

Law enforcement agencies interested in using TLOxp can find more information [here](#).

About TransUnion (NYSE: TRU)

Information is a powerful thing. At TransUnion, we realize that. We are dedicated to finding innovative ways information can be used to help individuals make better and smarter decisions. We help uncover unique stories, trends and insights behind each data point, using historical information as well as alternative data sources. This allows a variety of markets and businesses to better manage risk and consumers to better manage their credit, personal information and identity. Today, TransUnion has a global presence in more than 30 countries and a leading presence in several international markets across North America, Africa, Latin America and Asia. Through the power of information, TransUnion is working to build stronger economies and families and safer communities worldwide.

We call this Information for Good. <http://www.transunion.com/business>

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Countries: US

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