pipl

Collected, Corroborated & Connected:

Actionable Online Identities in Government

Executive Summary

Since the inception of the internet, government teams working in law enforcement, investigations, and intelligence research have had an additional way to collect information: Every online action reveals fragmented insights about an identity – an associated email address, a physical address, a phone number, or associations with other people. If these fragments are collected, corroborated and connected, it's possible to assemble them into an actionable online identity.

In this paper, Pipl introduces the concept of an online identity and describes how we enable quick and easy discovery of important and otherwise hard-to-find details related to persons of interest.

The Changing Nature of Identity Intelligence

Traditional elements used to identify a person, such as Social Security numbers, driver's license data, passports and credit-header information, have long been an important resource for teams involved in research, analysis and investigation. Today, however, the Internet, mobile devices, social media sites and other open-source public records are driving a proliferation of identity fragments that are more reflective of the digital world we live in.

Each time a person creates an email address, subscribes to a web-based service, logs onto a new site, or creates a social-media username, they generate multiple identifying elements. A person might use one username to comment on a news site and a completely different username on their social media pages. In fact, the average social media user has 8.9 social network profiles. And, when you consider the information related to their online banking, shopping, blog page, and membership accounts, it's easy to see how most people are associated with dozens of online identity elements.

For investigators and analysts, this is a two-edged sword: the online nature of this information means that a number of individual elements of an online identity can be quickly located, but the sheer volume presents challenges of its own. And that's considering just the 10% of all web content that can be accessed with a conventional search engine.

Additional intelligence often lies in the deep web, but finding it requires complicated, time-consuming queries. Even then, a lack of effective analysis tools means that search results contain disconnected, unorganized information.

Adding to the problem is that the internet is a prime venue for deception. Accounts are taken over, elements of true identities are stolen, and entire synthetic identities are created by combining factual and fictitious elements, making it difficult to verify the authenticity of information.

Finding reliable data for thin-file subjects can hinder an investigation. Often, there is a lack of data about millennials, multinationals, and people in jurisdictions not covered by traditional identity data sources. Almost 1 billion people in the world have no on-the-record identity at all, so even with access to international databases, on-the-record information does not provide a comprehensive understanding of a person and their identity.

Add it all up, and it's clear that manually finding individuals, corroborating information, identifying alternate or falsified identities, and uncovering connections between people is a tedious, time-consuming task. Finding information can take hours or days. Collecting and cross-referencing data to substantiate a case can take weeks of painstaking research.

Traditional search methods simply can't keep up in a world of fragmented identity elements scattered across the internet and other sources.

Identity element, or fragment

A single piece of information related to a person, such as a username or phone number.

Identity record

A single online source of information, such as a social media account, that contains fragments of information about a person.

Online identity

A collection of all publicly available online information associated with a person, comprising every corroborated fragment from all publicly-available online & offline records.

Statistical Clustering

The grouping of identity elements by the probability that they are related.

How Pipl Works

Pipl is the leading provider of online identity information. We continuously scour the web and our global network of data sources, collecting publicly available OSINT identity information. This information is then fused with off-the-record data: Currently, there are 4.8 billion mobile phones in the world – of which 3.5 billion are smartphones. This means even identity information for individuals in developing countries or remote areas without on-the-record data are creating identity fragments that can be collected by Pipl.

All of this data is compiled in a searchable index containing over 3 billion online identities based on more than 25 billion identity records built from more than 100 billion identity elements amassed over two decades.

When a researcher initiates a query using Pipl SEARCH, the Pipl identity resolution engine executes multiple recursive searches within our continually-updated index of online and offline information: First, it finds records that match the initial search term or terms. It then identifies other identity elements within these records and executes searches against them. The algorithm continues to search and find other matches until there is no more data to be found. As it searches, it corroborates data it finds by cross-referencing each identity element between records to statistically verify data accuracy and uncover connections. The algorithm then returns a statistically clustered online identity, delivered in a profile that's assembled in real-time from the most recent data. This online identity displays all available online identity elements associated with the subject of the search: alternate usernames, past addresses, employment history, phone numbers, associated people and more.

Unlike static databases that are only updated when a person's account or official record changes, our continually-updated index reflects new online identity data in near real time. Unlike many major data providers, our international data sources offer unmatched global coverage – because people and information often cross international borders, even when investigations are localized.

3B+
ONLINE IDENTITIES

25B+
IDENTITY RECORDS

1.7B+
EMAIL ADDRESSES

97%
COVERAGE OF US ADULTS

Applications

Locate a Person of Interest

- Discover if a person's offline data, like their name and last seen residential address, match online data such as usernames, social media handles, and email addresses
- Learn whether a person is using aliases
- Look for a person's associates living at the same address
- Search for a person using a different name or different spelling of their name
- Link online social handles and email addresses to a physical address
- Use online social-media data to gain clues about a person of interest's current location and activities when they can't be found through an offline data source
- Uncover relevant associations between parties (both on and offline) to help locate a person of interest

Uncover Associations Between Persons of Interest

- Identify associated people, such as family members, living at the same address
- Discover relationships between people through social (online) data that uncovers similar educational experiences, common causes, or special interest groups (both off and online)
- Learn if people ever shared the same address
- Use data from professional networking sites (online) to find out if individuals have ever worked together

Prove or Disprove Claims or Testimony

- Corroborate when online sources indicate activity or behavior that conflicts with what's been represented to an investigation
- Support subpoena requests with data from a person's social media and other online accounts that substantiates that the content being requested exists
- Enrich offline information with online identifiers to determine when a false identity is being used
- Uncover synthetic identities faster with online data that indicates whether the subject is a real person or not

Collect Information to Enrich a Case File

- Discover family members and associates who may have useful information
- Assemble a complete list of social-media usernames
- Ensure that you have a complete list of a subject's mobile phone numbers

> Pipl has allowed them to significantly reduce the time it takes to work through an investigation. They are constantly needing to identify people based on known associates, and Pipl has made that process much faster - tracing is the most time-consuming part of our investigations.
>
> - Supervisory analyst at a regional intelligence center

Trusted by federal, state, and local agencies

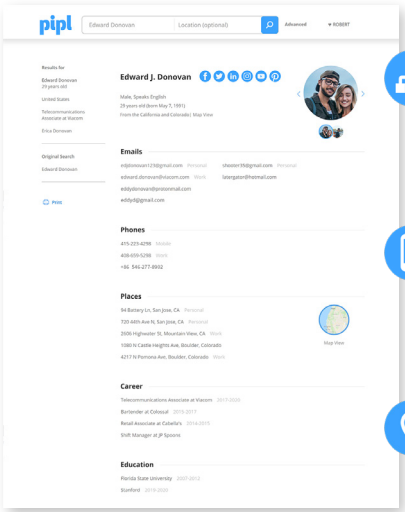
We partner with organizations that have risk management, investigation, and due diligence needs. Our customers span organizations from government agencies to global brands – helping them find individuals, corroborate information, and uncover connections between people.

Our Pipl SEARCH and Pipl API products are currently being used across the federal, state, and local government by teams who rely on our continually updated index of online identities and live web results to perform their duties more quickly and effectively, providing social-media and mobile-phone information that's not available from other identity information providers.

Pipl is used by:

- Intelligence experts, to gather a subject's global history, connections, aliases and social media handles, to keep tabs on them and ensure they do not commit a crime.
- Law enforcement officers, to find suspects and crack rings by uncovering associations that would have been difficult or impossible with other means.
- Researchers, to add information to files.

> We used to have access to Pipl and then lost it for a time, which affected our ability to carry out our mission. We need to get it back ASAP. Most of our targets are international, and access to international information is crucial…
>
> - Intelligence Division of a Major Metropolitan Police Department



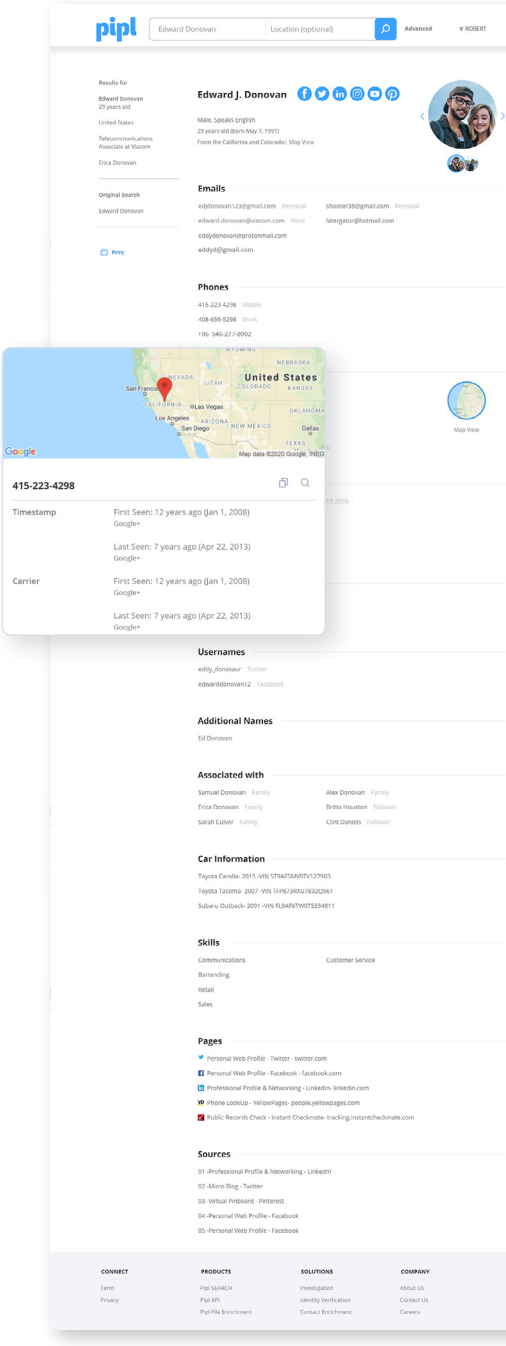
Certifications

SOC-2

As a SOC 2-certified vendor, we manage our platform's information security, availability, processing integrity, confidentiality, and privacy. This provides customers with assurance that they can maintain compliance with privacy and security regulations. It also reduces the risk of compromising the integrity of their information systems. Pipl customers can implement our software-as-a-service platform or API and confidently integrate Pipl with existing data and analysis platforms.

An approved government vendor

- GSA Schedule 70
- SIN 132-52: 52-Electronic Commerce and Subscription Services
- Contract No: 47QTCA19D00KQ
- DUNS: 014522604
- CAGE Code: 81W86



Give your team the power of Pipl

With actionable results delivered within seconds, professionals looking for online identity information rely on Pipl to save significant amounts of time and effort. Pipl helps minimize investigative "dead ends" and enables professionals to follow more paths and gain better context for decision making.

Try it!

In an online world, you need access to online identity information.
Request a free trial at **pipl.com/pipl-search**.

Technology

- Searchable global index of open-source, publicly available identity information
- Proprietary identity resolution technology, connecting online and offline data
- Combines millions of sources, allowing queries with any parameter: name, email, phone, social media handle, and more
- Two platforms for access: Pipl SEARCH & our API feed

Input & Output

Request

Configuration parameters

Settings parameters

Search requirements for pay per match/filter

Input data

Basic search parameters

Advanced search parameters

Follow up/expand with **search pointer** (bookmark)

Response

Header: query, summary and source & person counts

Response types

Person | Possible persons | No match

Data model

Fields: names, addresses, emails, phones, usernames, user-ids, urls, dob, images, jobs, educations, gender, language, origin, country, relationships

@Metadata: types, timestamps, inferred

Sources + Tags

Online/Offline | Matching/Related

US Government Use Cases

- Investigations
- Contact enrichment
- Identity verification

Price/Business Model

Pipl SEARCH

- List price: per user, per month
- We offer custom, fixed flat rates for federal government and enterprise accounts

API

- List price: per match
- We offer prepay keys based on fixed rate by call/query after pre-testing

What is Pipl trying to do?

Pipl's mission is to provide easy access to true identity information. We help customers find the person behind the online identity with a search engine that combines online, real-time data with offline data, returning highly-corroborated, open-source, publicly-available social media, contact, demographic and career information.

How is it done today, and what are the limits of current practice? Who is the competition?

Pipl offers two access options: The Pipl SEARCH SaaS interface and our API. Competitors include Skopenow and Verint Omnix.

What is new in your approach and why do you think it will be successful?

Unlike other public records providers, Pipl fills a gap in the market to provide unrivaled access to social media, email, and mobile-phone data, with unmatched global reach.

Who cares? If you are successful, what difference will it make?

We provide information that's otherwise unavailable or not accurate: social media data, email addresses, landline and mobile phone numbers, and associates, with a global presence. We can save investigators and analysts countless hours of collecting and corroborating online identity information.

What are the risks?

Using Pipl is risk-free. Our data has been ethically and legally sourced from open-source public records and carefully vetted proprietary sources. Our Identity Resolution Engine corroborates and connects information using a proprietary algorithm.

How much will it cost?

Pricing for SEARCH is based on the number of subscribers. API pricing is based on the query/match volume.

How long will it take?

Pipl solutions are immediately deployable. Pipl SEARCH is ready with a password and log in. Pipl API can be deployed quickly with supplied code examples for popular languages and may require development for on-screen display.

What are the mid-term and final "exams" to check for success?

For Pipl SEARCH, we suggest a brief 30-60 minute training session to become familiar with the data and UI. After that, regular customer meetings/check-ins with usage reports are available. For Pipl API, we will work with you to test and evaluate with clear success criteria for smooth deployment and onboarding. We also provide monthly reporting and regular customer meetings/check-ins.

ABOUT PIPL

Pipl is the world's leading provider of online identity information. Our Pipl SEARCH and Pipl API products are reducing customer friction, case resolution times, and the risks associated with fraud. We serve fraud and investigation professionals in insurance, e-commerce, financial services, legal, government, and law enforcement. Pipl's unmatched global coverage includes more than 3 billion identities cross-referenced from more than 25 billion individual records to create the leading online identity index.