

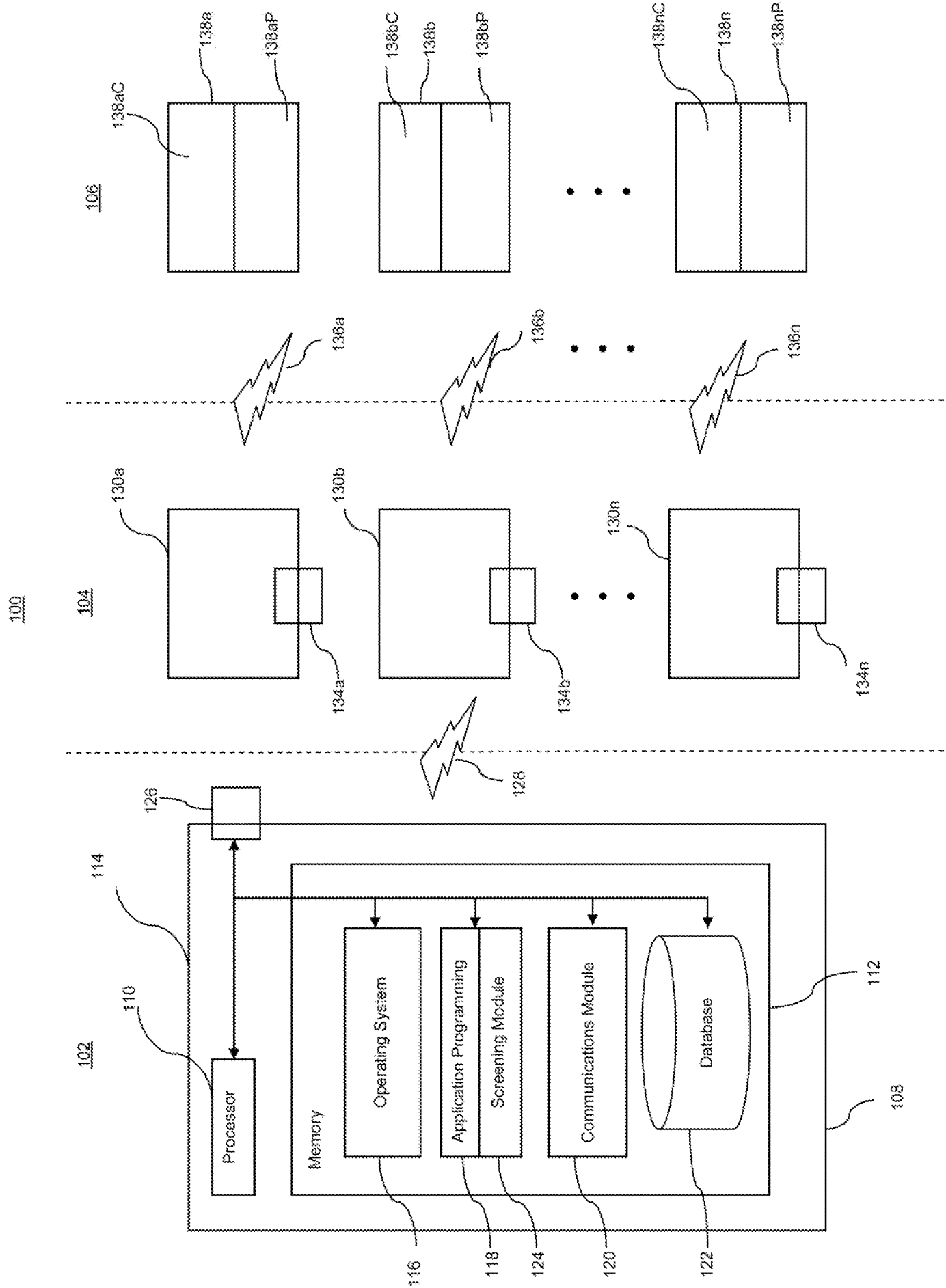


Figure 1

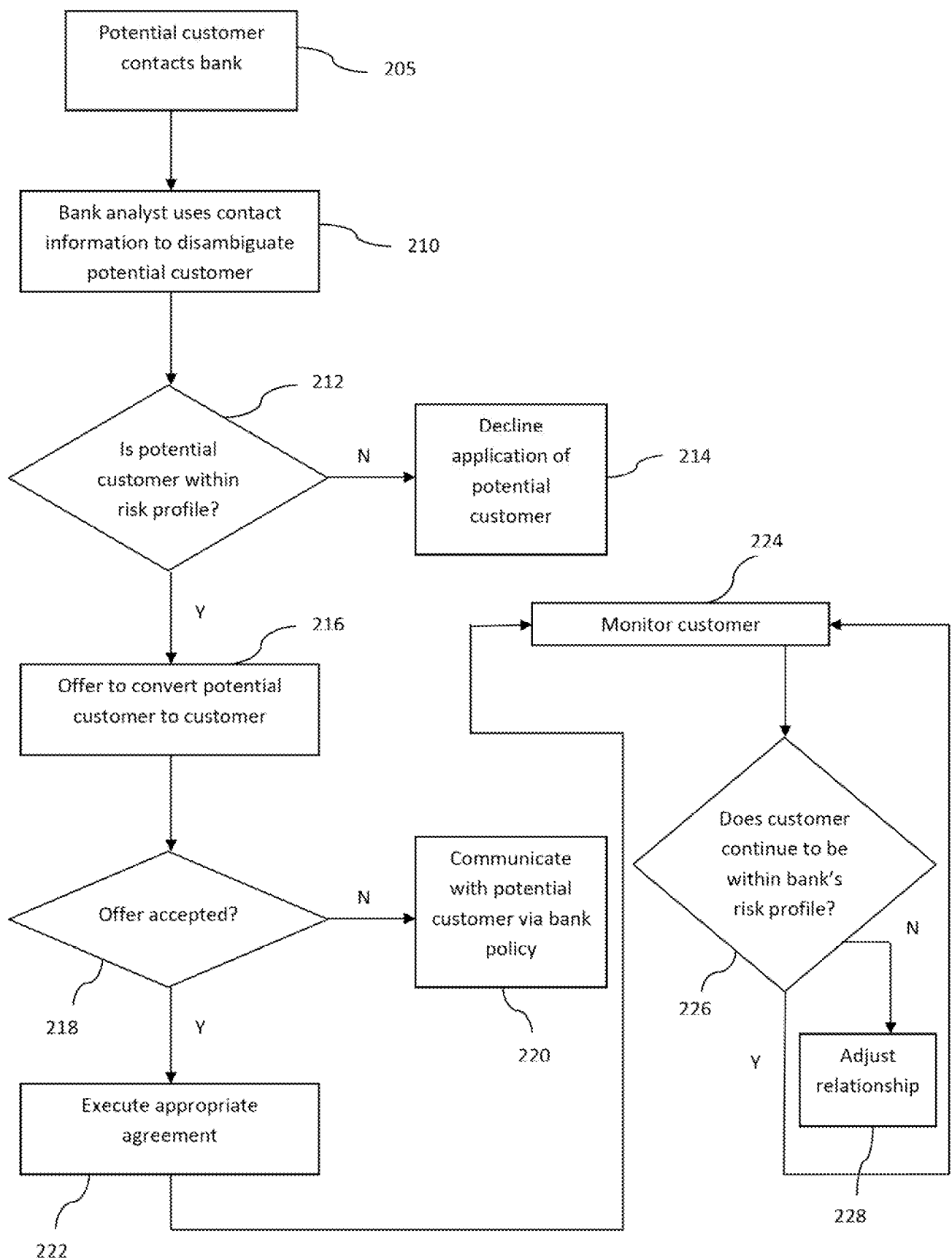


Figure 2

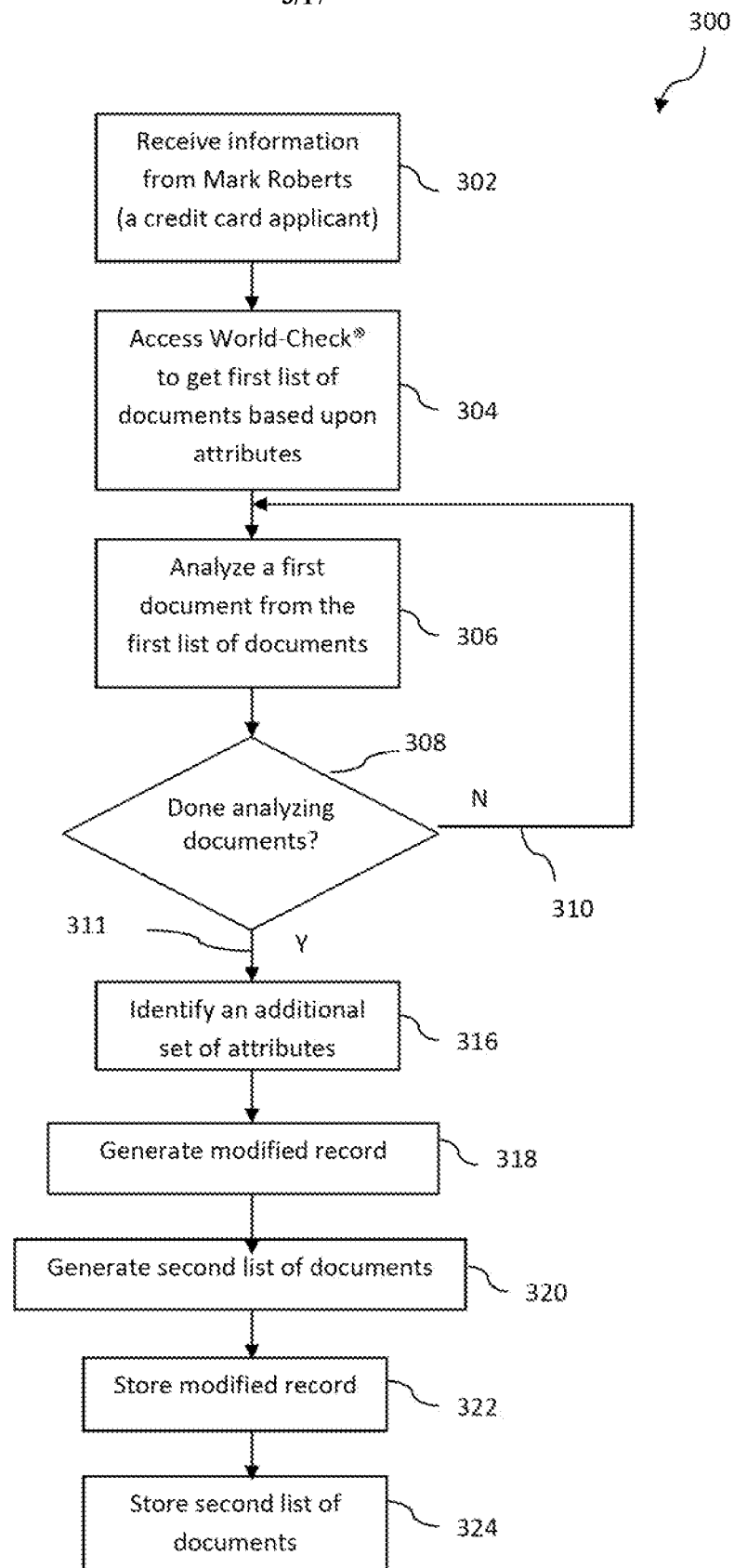
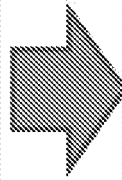


Figure 3

User Scenario: An analyst at a financial institution has name, address and DOB for a potential new client



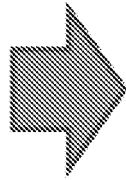
Mark Roberts
6, Otley Road
BD2 4QR, Bradford
DOB: 7 July 1965



“Should we do
business with this
individual?”

Figure 4A

With limited information on Mark Roberts, the system need to find out who he is and who he is not.



Is there a Mark Roberts in WorldCheck's database, and if so, is it "our" Mark?



Can we find "our" Mark Roberts in Adverse Media?

Figure 4B

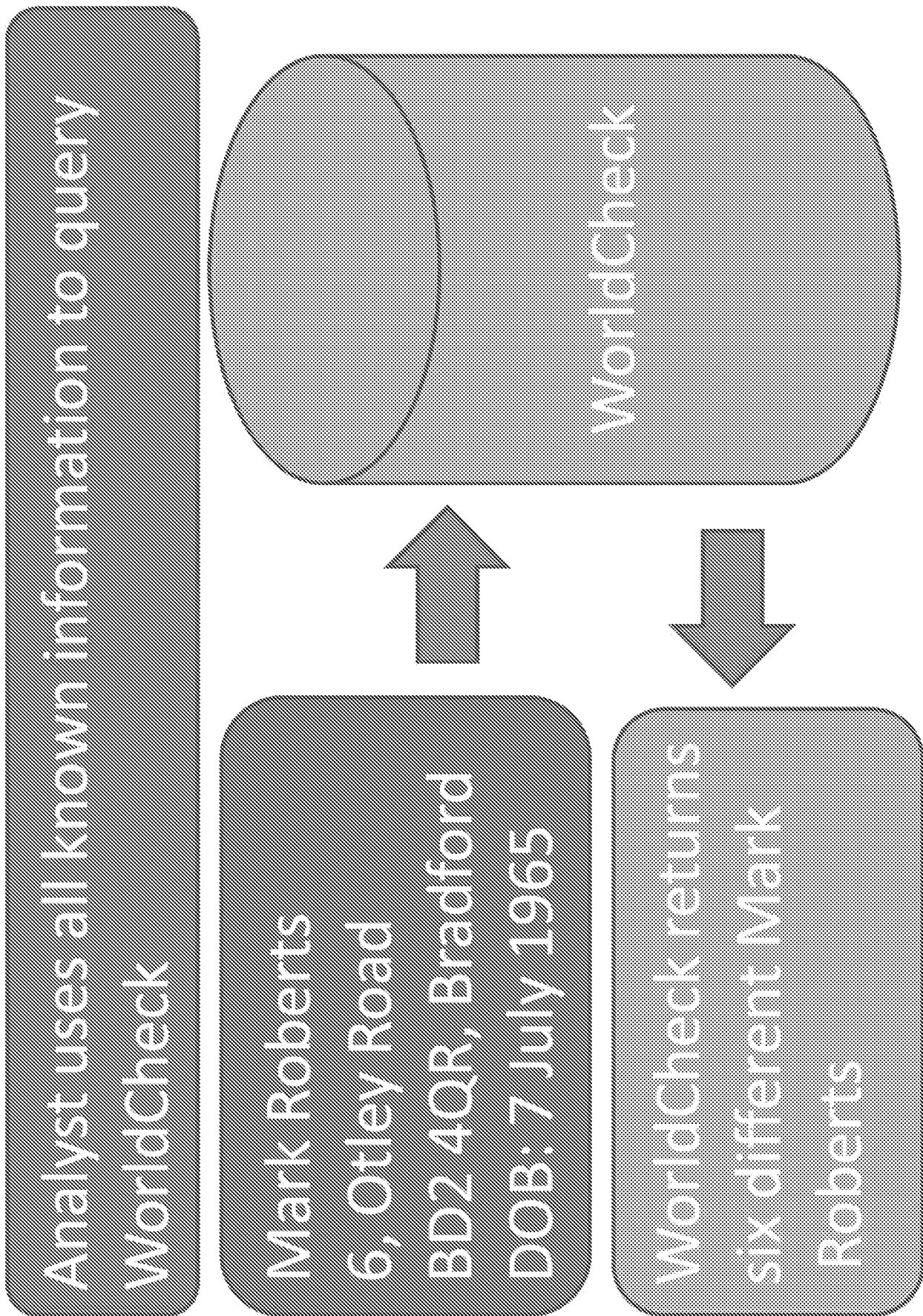


Figure 4C

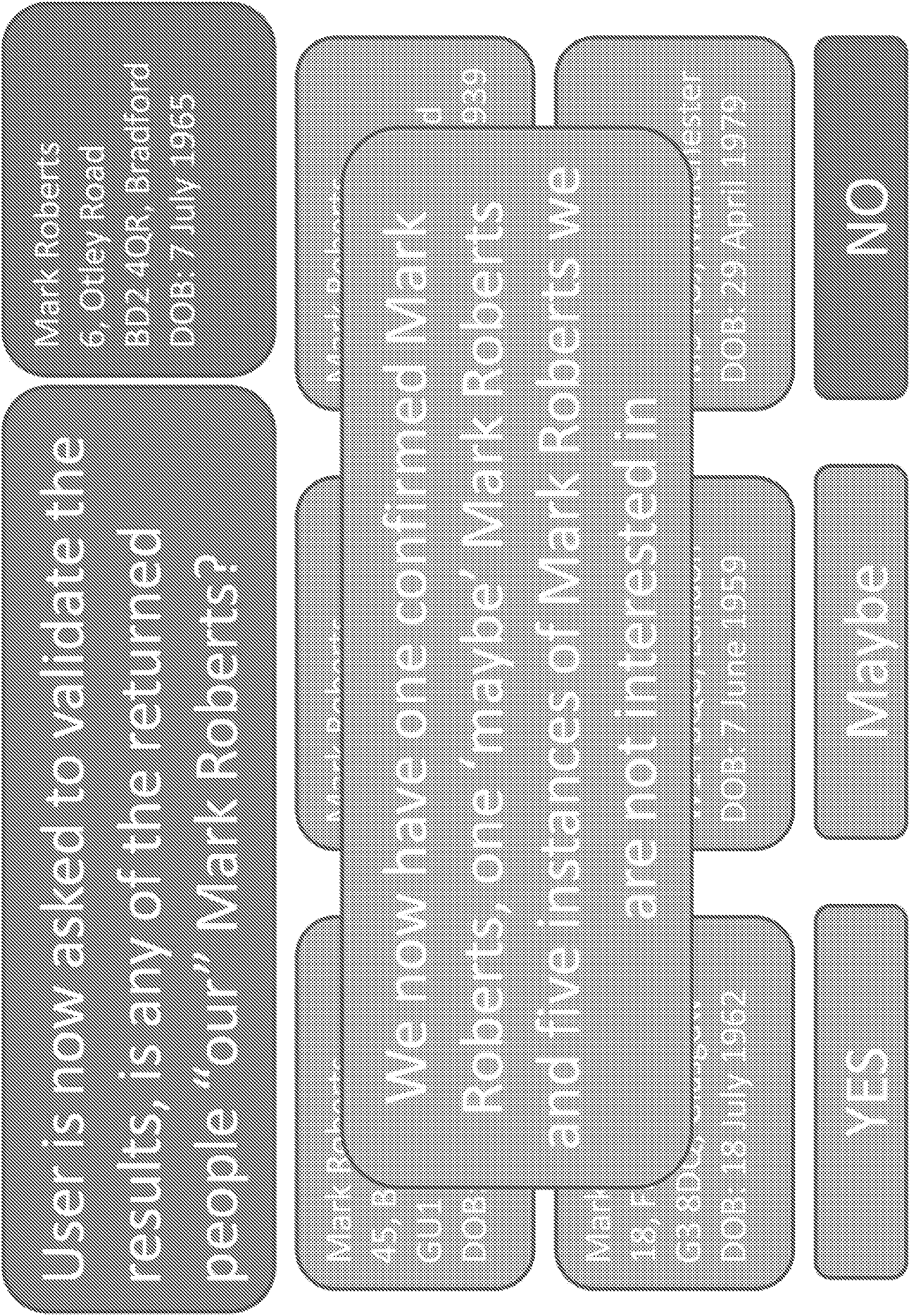


Figure 4D

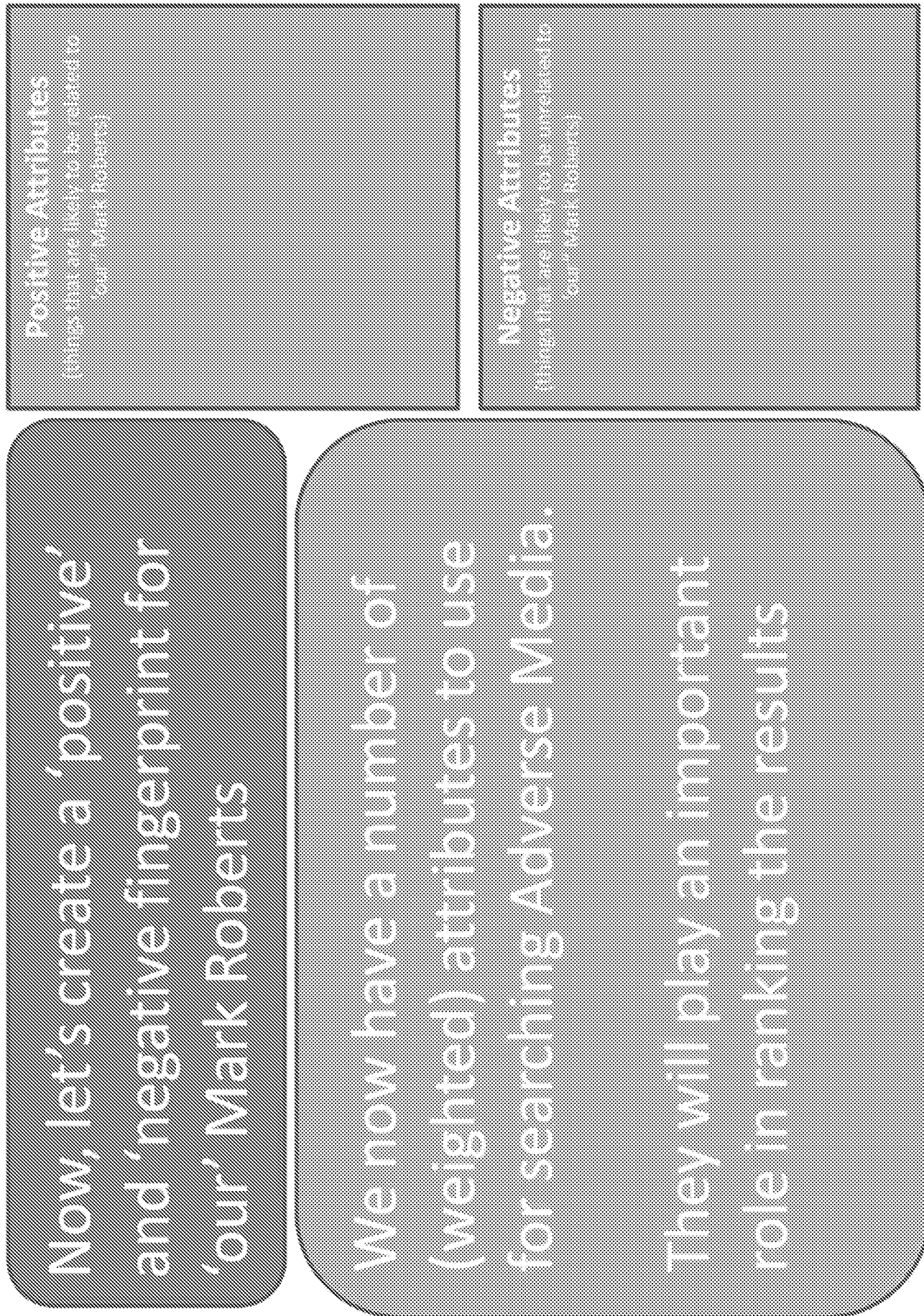


Figure 4E

Mark Roberts

Name and
+/-
attributes
is now a
query

Positive Attributes
(things that are likely to be related to
'our' Mark Roberts)

Bradford

Bright Hill

7 July 1965

Cardiff

Bertram Street

Negative Attributes
(things that are likely to be unrelated to
'our' Mark Roberts)

Ashford

Guildford

Glasgow

London

Manchester

WorldCheck

Adverse Media

Figure 4F

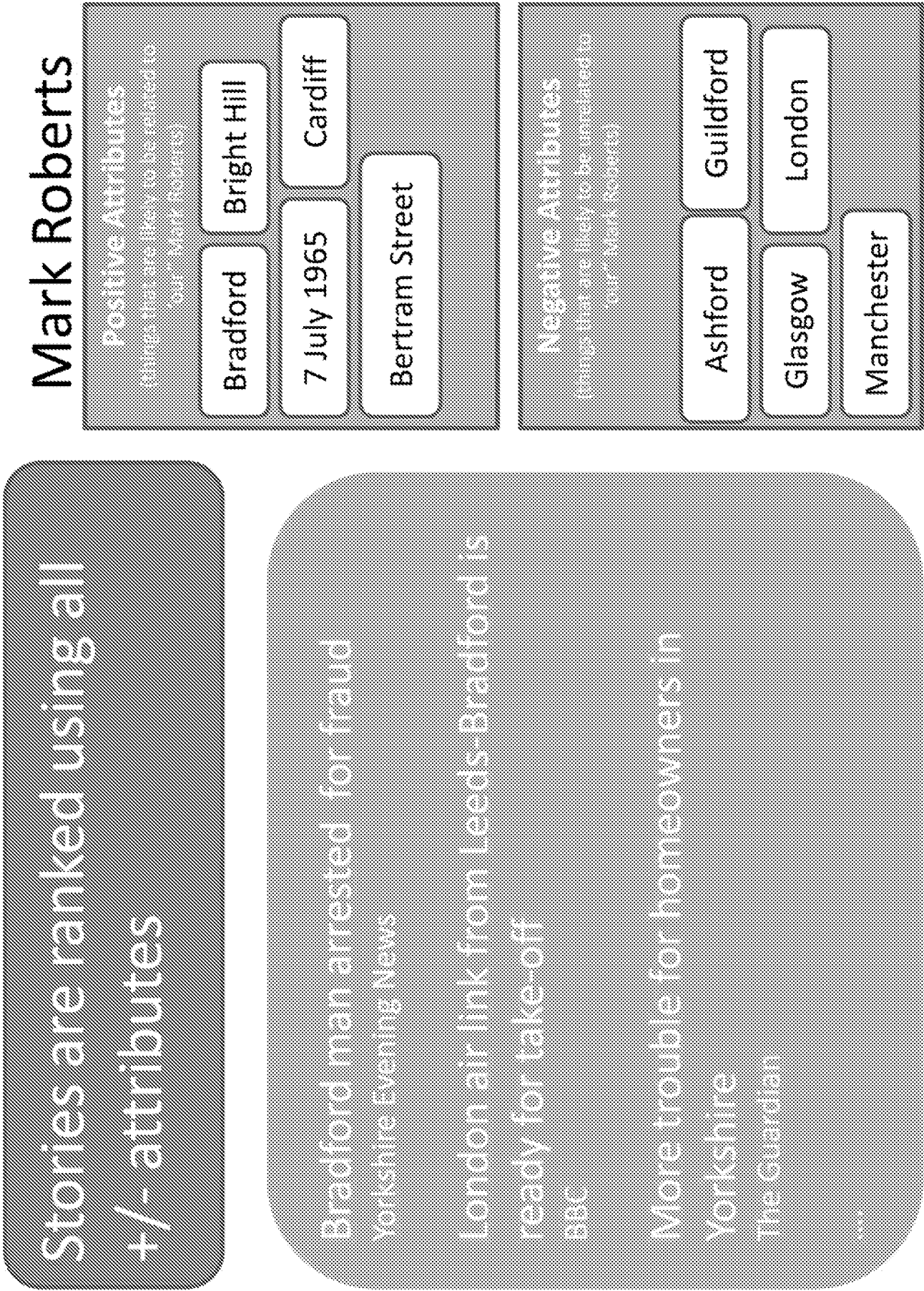


Figure 4G

User opens a story that is NOT about 'our' Mark Roberts

London air link from Leeds-Bradford is
ready for take-off

BBC

Airport boss Mark Roberts is counting down to the
much-anticipated return of direct air links between
West Yorkshire and London.

And Bradford business leaders have welcomed the
reinstatement of services which will resume with
four daily flights operated between Leeds-Bradford
International Airport (LBA) and Heathrow from
Sunday, December 9.

YES

NO

Mark Roberts

Positive Attributes

(things that are likely to be related to
'our' Mark Roberts)

Bradford

Bright Hill

7 July 1965

Cardiff

Bertram Street

Negative Attributes

(things that are likely to be unrelated to
'our' Mark Roberts)

Ashford

Guildford

Glasgow

London

Manchester

Figure 4H

Key attributes from story are now added to negative fingerprint

London air link from Leeds-Bradford is ready for take-off

BBC

Airport boss Mark Roberts counting down to the much-anticipated return of direct air links between West Yorkshire and London.

And Bradford business leaders have welcomed the reinstatement of services which will resume with four daily flights connected between Leeds-Bradford International Airport and Heathrow on Sunday, December 9.

LIBA

Heathrow

Mark Roberts

Positive Attributes

(things that are likely to be related to "our" Mark Roberts)

Bradford

Bright Hill

7 July 1965

Cardiff

Bertram Street

Negative Attributes

(things that are likely to be unrelated to "our" Mark Roberts)

Ashford

Guildford

Glasgow

London

Manchester

Figure 4I

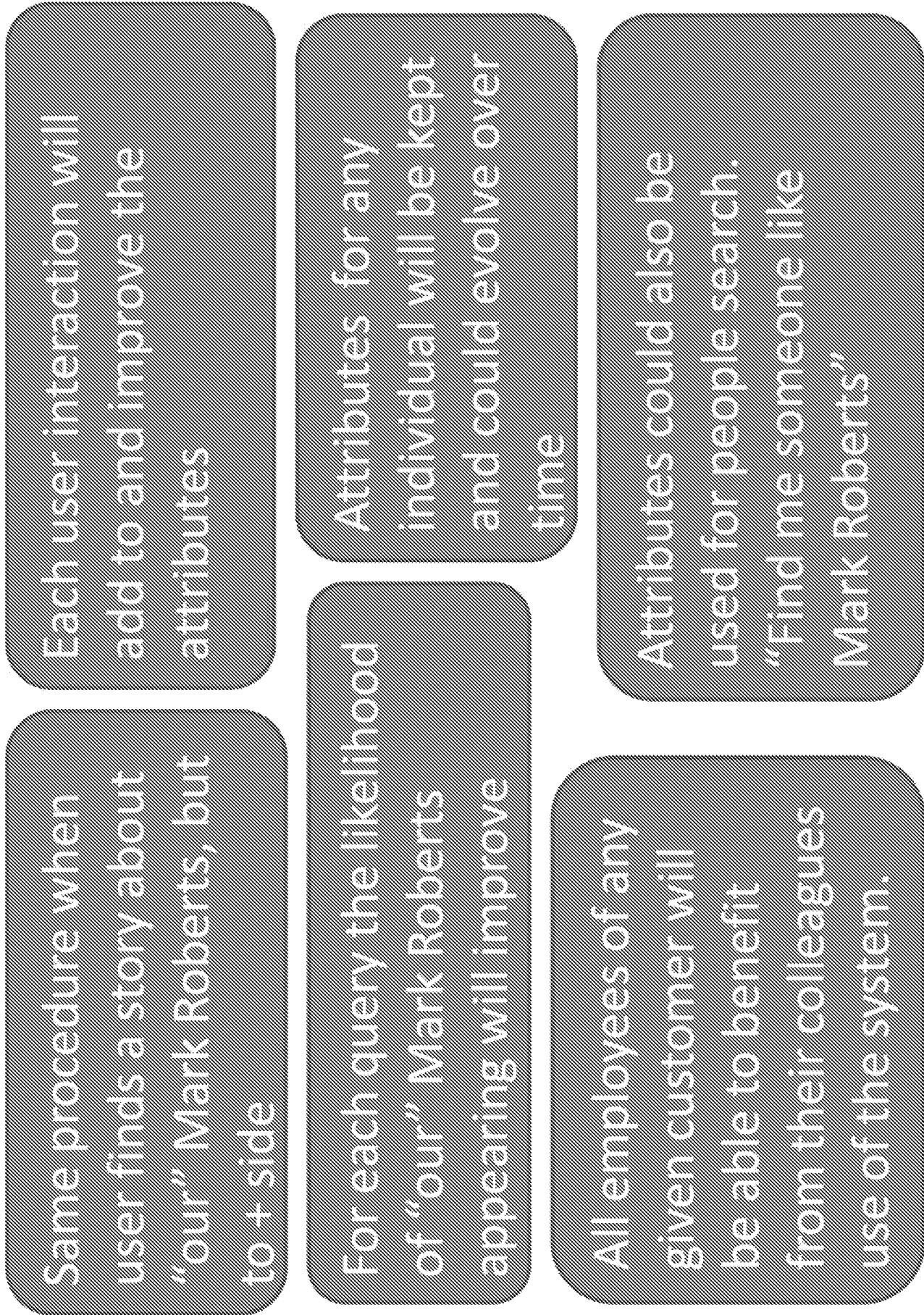


Figure 4J

The screenshot shows a web browser window with the Thomson Reuters People News interface. The browser's address bar displays the URL: `catalogs101.thomsonreuters.com:8000/peoplenews_test`. The page features a navigation bar with the following links: Home, Timeline, Social, Feeds, Events, Rules, Statistics, and Person Disambiguation. The main content area is titled "Enter person information" and contains a form with the following fields:

- Last Name *
- First Name *
- Middle Name
- Street Address
- City
- Postcode, ZIP-code
- Country (dropdown menu)
- Nationality (dropdown menu)
- Date of birth
- Max. Description

A "Submit" button is located at the bottom right of the form. The page also includes a "People News" logo and a "Thomson Reuters" logo.

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Figure 5A

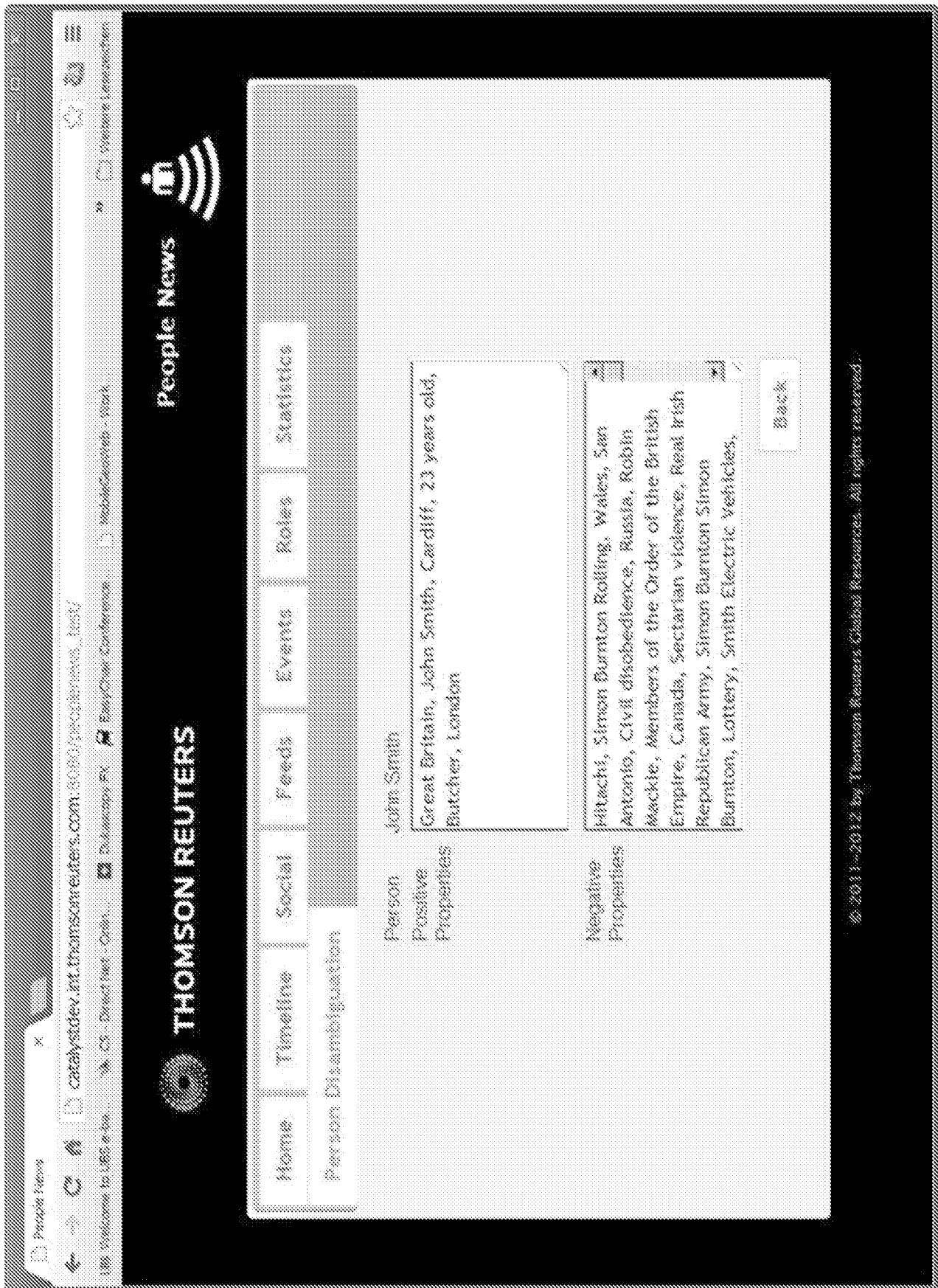


Figure 5B

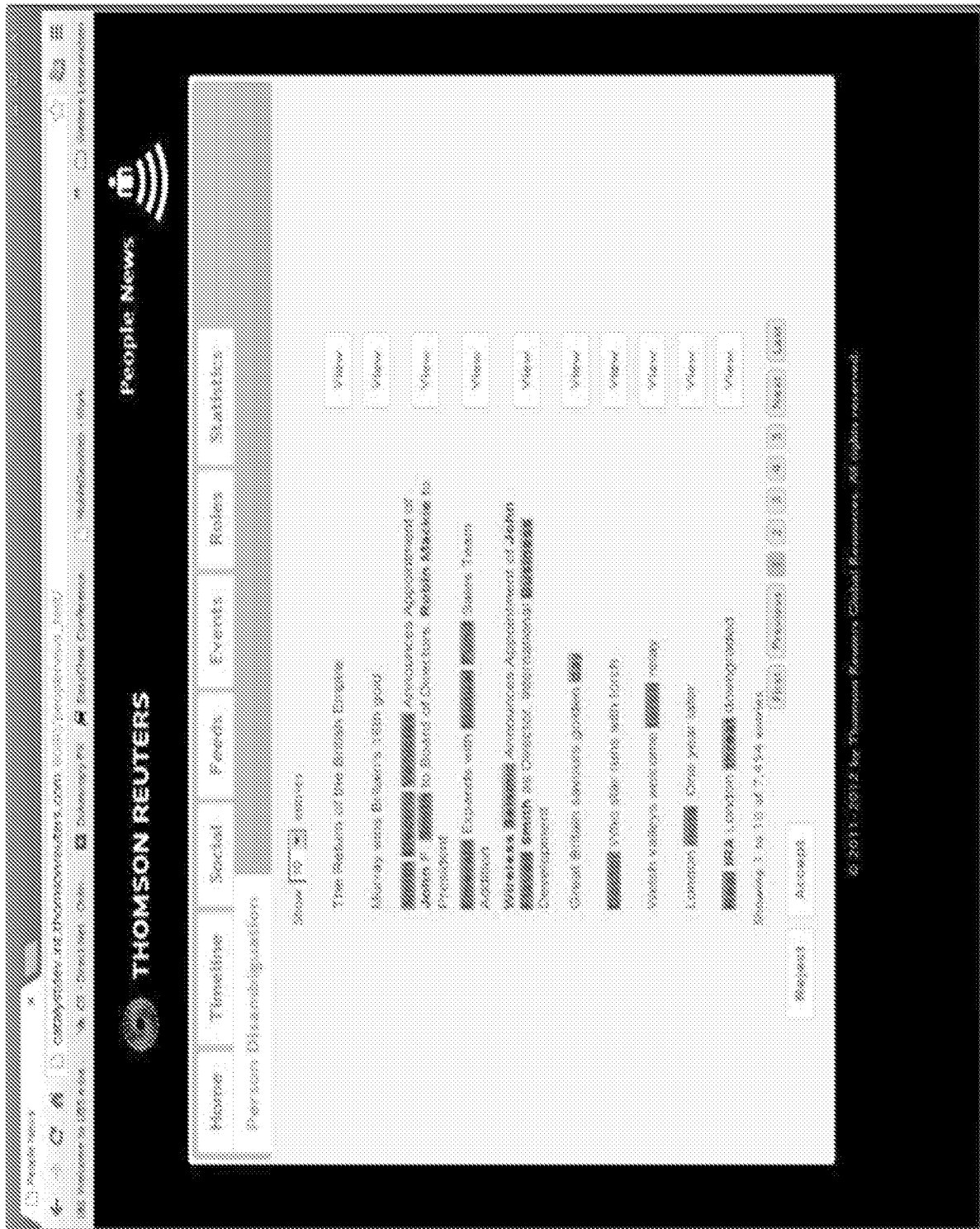


Figure 5C

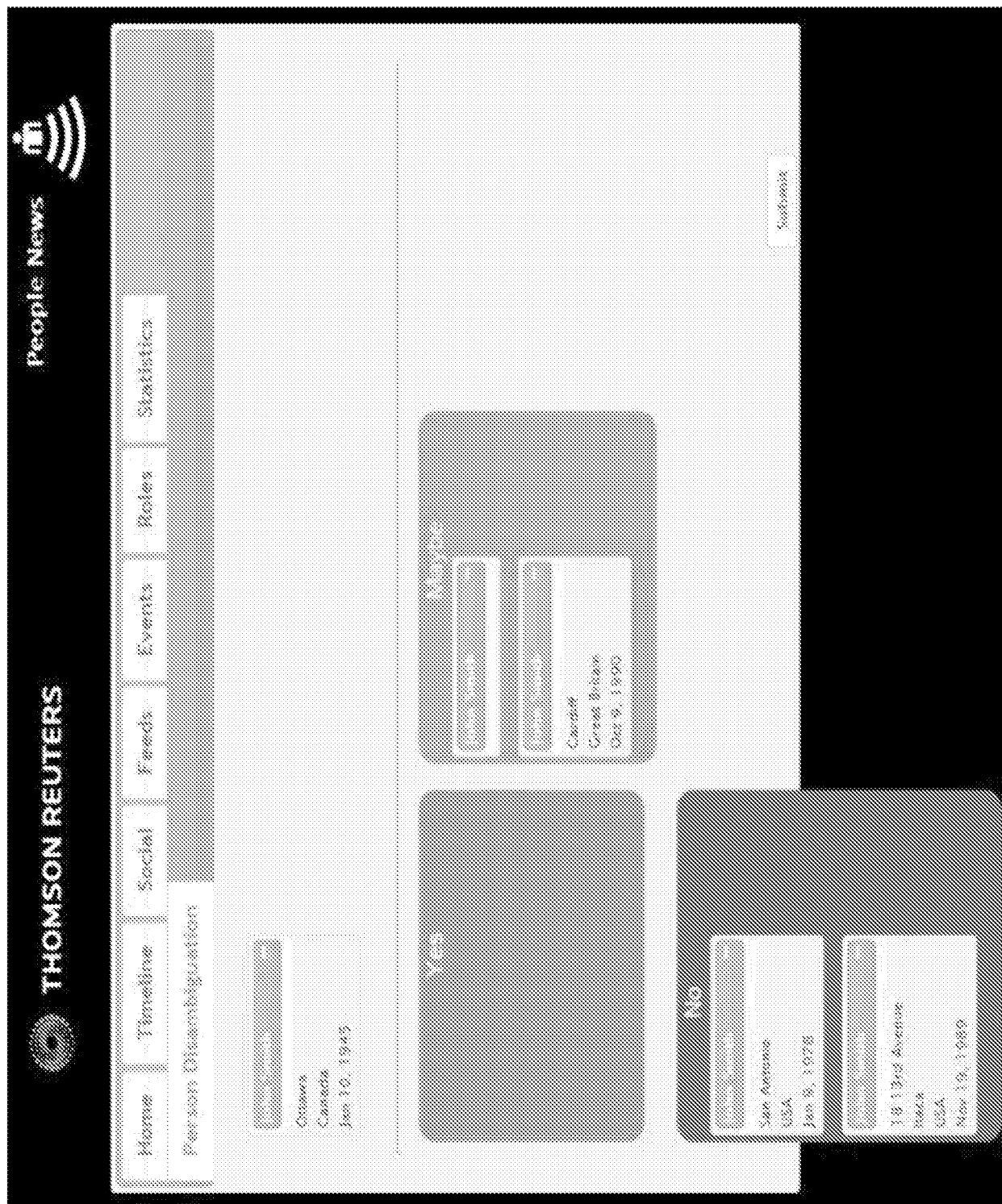


Figure 5D