

## ID ANALYTICS IN PROJECT TO BETTER TRACK SEX OFFENDERS

By Ned Randolph, San Diego Business Journal Staff  
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San Diego-based ID Analytics, which provides identity fraud services to commercial and government clients, has joined an 18-month academic study to better track sex offenders.

Researchers from Utica College's Center for Identity Management and Information Protection won a \$670,000 grant in September from the U.S. Justice Department to study sex offenders, who often use false addresses or false identities to avoid detection.

Sex offenders are required by law to register their whereabouts after they're released from prison.

They often use false information to evade authorities.

In a shocking case in 2007, Phoenix authorities arrested a 29-year-old convicted sex offender who had passed himself off as a seventh-grader.

Neil Havens Rodreick attended a charter school for four months under the name of Casey Price, in addition to three other Arizona schools. He is 5 feet 6 inches tall and weighs 120 pounds, and used makeup to hide his beard.

"There are over 700,000 sex offenders in the country. If you have to physically monitor all of them, it would easily override the monitoring system," said Allen Jost, a vice president at ID Analytics, which has 100 employees. "Using a preliminary sample from the national (database), we found predators behave like identity fraudsters. They'll be registered at 123 Main St. but actually be living at 345 Oak St. ... One could be living next door to you and you don't know it."

Researchers from multiple teams, including Utica, the criminal justice department at the University of Massachusetts, Lowell campus and The Fraud Management Institute will survey state registration agencies to identify how many people are missing and whether they have a problem tracking them.

Meanwhile, ID Analytics will scan the National Sex Offender Public Registry Web site, as well as sample state registries and record the characteristics of those known to be missing.

The company will lay its findings over its National ID network, which has 750 million "unique identity elements" such as names, addresses and credit activity to match characteristics and generate a predictive behavioral model.

"That's a big value to the study. We can do database analysis, but we don't have their database to do the matching," said Don Rebovich, the lead investigator and executive director of Utica's Center for Identity Management and Information Protection. "Their role is starting now."

ID Analytics won't hand over data to authorities, but will give them a list of problem offenders.