



Understand the risks of performing investigative due diligence with conventional search engines

Empower investigators with intelligent adverse media research tools

Adverse media research for negative news is a key part of a comprehensive due diligence program to determine the level of risk that customers, prospects, and business partners may pose to your organization. Effective, ongoing reviews help you maintain regulatory compliance and protect the reputation of your brand.

Many organizations rely on free search engines to onboard and monitor customers, detect fraud, and assess financial risks. The most popular search engines are easy to use and backed by unmatched data sets, so they seem like an obvious choice. But search engines may not give you the results you need.

One of the riskiest things a basic internet search can do is fool your organization into believing you've done your due diligence when you haven't.

Search engines are powerful tools...to a point

The internet includes a vast and ever-expanding wealth of information. Today, more than 1.5 billion websites exist around the world, containing 33 trillion gigabytes of data.

Search engines use crawlers to gather information from across billions of publicly available webpages and organize it into a search index. Crawlers follow links on webpages and feed data to the search index.

When you conduct a search, the search engine employs a series of algorithms to display content from its index, ranked according to what it deems to be most relevant for your specific search criteria

Investigators need better tools and search mechanisms to make data more useful

With so much data on the internet today, it's more important than ever for investigators to know where to look, what to look for, and how to determine the quality and integrity of the information uncovered. It's also easier for criminals to hide information in obscure corners of the internet, and for investigators to miss vital information buried deep inside databases conventional search engines can't access.

Because search engines are consumer-oriented, advertising-driven tools, they aren't built to find the kind of information financial investigators, compliance officers, and anti-money laundering professionals need.

There is a big difference between an internet search for negative news and a search conducted using software programmed to locate hard-to-find information and identify patterns of suspicious activity.

Thomson Reuters introduces a one-stop investigative platform powered by AI technology

Easily access all the due diligence information you need with Thomson Reuters® CLEAR Adverse Media.

CLEAR Adverse Media uses advances in artificial intelligence and machine learning technology to:

- Access transparent data from millions of global sources, with real-time updates
- Provide a relevancy scoring for each source
- Highlight negative terms for quick scanning
- Remove same or similar stories from the search results
- Provide full text documents with links to underlying sources
- Conduct large reviews with batch search capabilities and provide alerts for new information
- Enable teams to collaborate and analyze information in real time

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Along with a dashboard that supports multiple investigations, the tool's API connection integrates data into your existing systems. It also includes built-in reporting capabilities that allow you to access and organize data in any number of ways.

Search engines may work as a backup for intelligent adverse media monitoring, but CLEAR Adverse Media provides a complete, one-stop solution that can uncover even the hardest to find information. At a time when comprehensive due diligence is more important than ever, this powerful tool can help your organization avoid costly surprises, maintain strict compliance, and generate the results you need.

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