

ONLINE IDENTITY ANALYSIS

Using Machine Learning to Analyze a Candidate's Web Presence

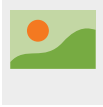
Machine learning and natural language processing are used to analyze a candidate's public online and social media presence for indicators of risk, culture fit, and high performance. The solution is tailor-made to help each institution understand if its student-athletes will either extend or detract from its existing mission and values. Built by a team of PhD data scientists, engineers, and change-makers, we are determined to forever alter the course of how we think about hiring talent.

PRODUCT OFFERING:



Fully Customizable

Our bespoke screening solution can be customized to reflect your recruitment standards, code of conduct, and institution policies - allowing you to measure potential student-athletes against the mission and values of the institution itself.



Multimedia Analysis

The algorithm can identify text, photos, and videos that match your pre-defined criteria. Our solution is also sophisticated enough to highlight nuanced subjects such as bigotry and cyber-bullying.



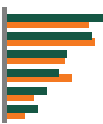
Legally Compliant

The nation's top screening lawyers were consulted upon development, ensuring that your institution remains FCRA and EEOC compliant.



News and Web

In addition to screening social media, we can comb through dozens of pages of Google and other search results to highlight any news, blogs, chat boards, or other digital content that might be relevant to your recruitment decisions.



More Data, Faster

We will increase the scope of data that you integrate into your screening process. The goal is to get your team more of the relevant information they need on candidates to help fill in the gaps of information that a standard screening process might not cover.



Peace of Mind

We help institutions mitigate risk in who they sign and acts as a digital safety net to provide peace of mind on every signing - all while ensuring rigid compliance.



ONLINE SCREENING FACT SHEET

Protecting brand, culture, and your employees is central to an organization's success. We have consolidated a variety of data points to help explain the current new employee risk outlook and why organizations are using this technology to identify risky individuals before a commitment is finalized.

THE IMPACT OF ONLINE SCREENING

Social screening only surfaces content that is relevant to an employment decision, and in 2018 has returned over **12 million** pieces of publicly available content including *at least*:

- **40,168** pieces of content flagged for **bigotry**
- **589** instances of **illegal activity**
- **2** active supporters of **terrorist activity**



At least **10-20%** of reports trigger further review or risk prevention action. **1 in 4 reports** include company-specific criteria, such as an employee's attitude towards work.

MARKET DATA

Data shows that risky individuals often present signs in their digital footprints. For example, an employee's digital presence can signal potential internal threats or bullying of other workers.

Over **70%** of companies are screening social media during the hiring process, and **54%** of companies have reversed a hiring decision based on social media content.

Since 2018, over **12 Million** pieces of publicly available online content have been screened.

Here's what we found:

