

First Electoral Roll Update of the New Year



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Tracesmart, providers of online [Electoral Roll](#) search tools, have announced the release of the first Rolling Register updates of 2010. The company hold the edited Electoral Rolls from 2003 onwards, with their most recent addition being 2010 Electoral Roll data, which was released in December. The new data will ensure that individuals using Tracesmart's [people search](#) facilities will have access to the latest Electoral Roll information available.

The use of online Electoral Roll searches to find long lost friends and relatives has grown increasingly popular during the past few years. For providers of such services it is essential that they update their Electoral Roll data at the earliest possible opportunity to ensure their customer's searches are successful; Rolling Register data allows providers to do just that.



Historically, those eligible to vote could only add their details to the Electoral Roll once a year. However, since the introduction of the Rolling Register, people whose personal circumstances have changed during the year – for

example they move home – are now able to register their new details onto the electoral database throughout the year. Tracesmart update their Electoral Roll records with this information and in doing so, ensure those that use their people and [name search](#) tools, get the results they need.

The Rolling Register updates follow on from last month's loading of the Electoral Roll 2010 – an achievement of which the company are proud as they made 2010 electoral data available before their competitors. Paul Weathersby, Technical Director at [Tracesmart](#), highlighted how this accomplishment benefited Tracesmart users,

"This year new Electoral Roll data was loaded into our systems in record time, providing our customers with access to some of the latest information available at the earliest possible opportunity. Loading new data swiftly significantly improves our customer's tracing success rates, as it allows our [address search](#) and people search tools to provide the most up-to-date results available."

In addition to loading new data regularly, Tracesmart also work hard to fill in any data 'gaps'. The Electoral Roll opt-out rate has risen to 46% of eligible voters in the UK, a gap which could hinder tracing efforts – however Tracesmart minimises any impact by providing their customers with additional datasets to search.

"Our unique Tracesmart Register database is compiled from various data protection compliant sources and currently holds 38 million records, which helps us to bridge the opt-out gap. We continue to source new data all of the time; our monthly Electoral Roll amendments via the Rolling Register is just one of the data acquisition projects which highlight Tracesmart's commitment to providing customers with access to the most up-to-date information available." Weathersby remarked.

About Tracesmart

Paul Weathersby – Tracesmart's Technical Director, Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team. **Tracesmart Limited** - Since the launch of its website in 2004, Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

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