

Attachment Five (5)

NCPDV Agenda

March 22, 2016

Contents: Spotlight Program

THE INTERNET HAS MADE IT EASIER FOR CHILDREN TO BE BOUGHT & SOLD ONLINE



OF THE UNDERAGE SEX TRAFFICKING VICTIMS SAID THEY HAD BEEN ADVERTISED OR SOLD ONLINE.

Thorn's 2012 Survivor Survey found that **75% of underage sex trafficking victims** reported they had been **bought or sold online**. Human trafficking investigators were manually scrolling through escort sites attempting to identify victims before ads disappear, an insurmountable task. Armed with these insights, we worked with our partners and law enforcement to create a tool that would leverage digital footprints to find victims faster.

FIND VICTIMS FASTER. SOLVE MORE CASES.

Spotlight is a web-based application that helps law enforcement **prioritize leads** by using machine learning algorithms and link analysis tools to **surface connections and relationships** between **disparate data sources**. With Spotlight, officers get greater insight into the full historical and geographical reach of a victim's trafficking situation. Features to help officers optimize their human sex trafficking investigations include:

ARCHIVE

Built on a data archive of millions of records of escort ads and forum data.

SEARCH/FILTER

Simple phone number searches to advanced queries based on keywords, locations, Post IDs and more

IMAGE SEARCH

Photos are often repurposed, image search helps ID multiple ads using the same images.

LEAD GENERATION/ALERTS

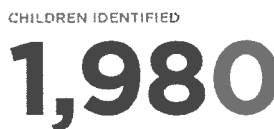
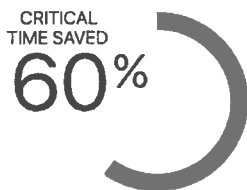
Machine learning automatically analyzes escort data to proactively ID suspicious ads. Automated alerts keep track of individuals or specific risk profiles.

NETWORK ANALYSIS

Advanced analytics and link analysis explore broader networks and relationships for a particular individual or trafficking network.

MEASURABLE & EXTENSIVE IMPACT

Spotlight has become the leading sex trafficking investigative tool in the U.S. In fact, daily Spotlight users report a **60% time savings** in their **human trafficking investigations**.



1,980 CHILDREN IDENTIFIED



THAT'S 5+ KIDS FOUND DAILY

*Data from September 2016 user survey covering the previous 12 months.

“ Spotlight is a force multiplier at every stage of the operation. This tool allows us to conduct faster, more precise investigations that will remove criminals from the street and, most importantly, recover victims. ”

— Federal Agent, Hawaii