

From: [Sawyer, Jane Preston \(CED\)](#)
To: [Alcohol, CED AMCO \(CED sponsored\)](#)
Subject: FW: Manufacture
Date: Thursday, September 28, 2023 10:38:15 AM

From: Wilson, Joan M (CED) <joan.wilson@alaska.gov>
Sent: Wednesday, September 27, 2023 4:57 PM
To: Sawyer, Jane Preston (CED) <jane.sawyer@alaska.gov>; Ali, Maya M (CED) <maya.ali@alaska.gov>; Craig, Carrie D (CED) <carrie.craig@alaska.gov>
Subject: FW: Manufacture

Please add to the ABC Board mailbox for the November meeting.

From: Sassan Mossanen <sassanm@denalibrewing.com>
Sent: Wednesday, September 27, 2023 4:52 PM
To: Wilson, Joan M (CED) <joan.wilson@alaska.gov>
Cc: Jackie Willmott <jackiew@denalibrewing.com>
Subject: RE: Manufacture

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Hi Joan,

Thank you for the time yesterday. I know that the existing definition does not address the enforceability issue of the unfair trade practice between what state distillers are permitted to do and what wholesalers are permitted to distribute into AK but I wonder if an expansion of the definition would be considered. By expanding the definition of manufacturing to the definition listed below we could create a fair and enforceable Statute. 04.09.040 would need no change and the board could move the definition expansion forward if a clear explanation for why the existing statute is unenforceable and putting AK manufacturers to an unfair standard. We are happy to defer to your judgment and always available to help in any way we can. Best wishes and many thanks! Let us know if there is any need to follow up.

“Manufacture” means the creation of alcoholic content by the use of fermentation with natural or artificial sugar or yeast or distillation or by proofing or barreling aging or bottling or packaging or by mixing with other sourced ingredients including juices, sugar, or distilled spirits sourced from manufacturers licensed under 04.09.040 or licensed federally as distilled spirits plant under 27 CFR Part 19.

Sassan Mossanen
Chief Executive Officer

Twister Creek, Inc.
Talkeetna Alaska

From: Wilson, Joan M (CED) <joan.wilson@alaska.gov>

Sent: Tuesday, September 26, 2023 1:42 PM

To: Sassan Mossanen <sassanm@denalibrewing.com>

Subject: Manufacture

I just found it. Manufacture is defined at AS 04.21.080(b)(20) as “the creation of alcoholic content by use of fermentation with natural or artificial sugar or yeast or distillation.” It limits us. We would have to address the disparity as an unfair trade practice between manufacturers or between manufacturers and wholesalers.

From: [CED AMCO REGS \(CED sponsored\)](#)
To: [Craig, Carrie D \(CED\)](#)
Subject: FW: Title 4 Rewrite regulations - Wine Institute
Date: Wednesday, November 8, 2023 11:44:02 AM

From: Sally Jefferson <sjefferson@wineinstitute.org>
Sent: Tuesday, October 3, 2023 4:53 PM
To: Wilson, Joan M (CED) <joan.wilson@alaska.gov>
Cc: Ashley Reed <ashleyreed@gci.net>; CED AMCO REGS (CED sponsored) <amco.regs@alaska.gov>; Sande, Julie A (CED) <julie.sande@alaska.gov>
Subject: Title 4 Rewrite regulations - Wine Institute

Some people who received this message don't often get email from sjefferson@wineinstitute.org. [Learn why this is important](#)

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On behalf of Wine Institute, a public policy trade association representing over 1000 California wineries, I am writing about our serious concerns with the proposed Title 4 Rewrite rules regarding winery direct to consumer shipment sales. It is our understanding, which was confirmed during last Friday's special board meeting, that AMCO would not be drafting regulations to implement the manufacturer direct shipment statutory provisions given their clarity and specificity. However, we have just become aware that as currently proposed, Article 3 AAC 305.345 dealing with written or electronic orders would raise significant issues for out of state direct shipment licensees in complying with these rules.

As proposed, it would establish rules that conflict with the Title 4 Rewrite statutory requirements governing manufacturer direct shipment licensees. Specifically, AS Sec. 04.09.370 allows the use of an age verification service to check if the person making the order as well as the named recipient of the shipment, if not the same person submitting the order, is at least 21 years of age. Wine Institute participated in the stakeholder group that crafted SB 9's direct to consumer shipping provisions allowing for the use of age verification services to avoid the serious privacy implications with obtaining and retaining copies of customer drivers' licenses and other forms of personal identification. However, as proposed in this rule, such licensees would be required "to retain the original, a clear photocopy or an electronic copy" of one of the approved proof-of-age documents (driver's license, tribal identification card or passport) and maintain a copy of their ID. It also would require these out of state licensees to obtain a purchaser's "original" signature and match that signature with the customer's "proof-of-age document" prior to completing an online sale.

Due to the importance of protecting customer personal information and the business risks associated with retaining proof-of-age documentation, we are not aware of any state that requires

licensed out of state direct shipper wineries to obtain and maintain their customers' personal identification documents or copies thereof in their records. Allowing out of state manufacturer direct shipment licensees to utilize age verification services at the point of sale would validate that the buyer's name and address match that of an individual over the age of 21 while protecting the customers' sensitive personally identifiable information. The use of such verification services is not only a standard industry practice but is allowed under AS 04.09.370 and in the 46 other states that permit direct to consumer winery shipments.

The proposed rules also would prohibit out of state manufacturer direct shipment licensees from making a sale in response to a telephone order even though the licensee is in no way relieved of the statutory requirements for ensuring that all sales are made to adult customers and direct to consumer shipments are delivered to adult recipients pursuant to AS Sec. 04.09.370.

Additionally, applying AAC 305.345 (6) and the provisions thereafter to manufacturer direct shipment licensees is not only confusing but is at odds with the AS Sec. 04.09.370(e)(1) which prohibits such licensees from shipping their products to an address in a local option area. As currently proposed, the provisions would seemingly extend to manufacturer direct shipment licensees the requirements for licensees with a package store shipping endorsement who are allowed to make sales of alcohol beverages to purchasers residing in local option areas pursuant to AS Sec. 04.09.460.

We respectfully urge your serious consideration of our concerns prior to finalizing these proposed rules and if you have any questions please let Ashley and me know.

Finally, I have submitted 3 separate requests to AMCO in the last 5 months to be included on its distribution list for notices of proposed regulatory changes affecting alcohol beverages. This also has been followed up by our local consultant, Ashley Reed, who has made repeated outreach expressing our interest in participating in and obtaining updates on Title 4 Rewrite implementation efforts. We would greatly appreciate the opportunity provided to all other stakeholders on your distribution list in being alerted to the latest AMCO developments affecting alcohol beverages as they happen in order to be able to readily review, respond in a timely manner and help keep our members apprised of their compliance obligations. Please let me know if there is anything else Ashley and I need to do to be included on this list.

Sincerely,
Sally Jefferson

Sally H. Jefferson
Director, Western States
WINE INSTITUTE
(917) 543-2678
sjefferson@wineinstitute.org

From: [Sawyer, Jane Preston \(CED\)](#)
To: [Marijuana, CED ABC \(CED sponsored\)](#)
Subject: FW: Clarification: Product Sampling at a Retail Location
Date: Monday, October 30, 2023 12:10:18 PM
Attachments: [image001.png](#)

Please include this email thread for the board for the November meeting.

Jane

From: Lloyd Stiassny <lloyd@edenalaska.com>
Sent: Monday, October 30, 2023 11:55 AM
To: Sawyer, Jane Preston (CED) <jane.sawyer@alaska.gov>
Cc: Aaron Stiassny <aaron@edenalaska.com>
Subject: Re: Clarification: Product Sampling at a Retail Location

Jane, Thank you for the response. Candidly, the lack of guidance is creating tremendous confusion for the industry, which you have acknowledged. There is abuse currently by some license holders that clearly creates opportunity for distribution to minors. I would ask and request that the Board repeal the removal of the prohibition on providing samples. My recommendation would be to develop a regulation that addresses samples by retail license holders that maintains property regulation and clarity for all. There is nothing more important for our industry than sound regulations that provide clarity and consistency for all license holders.

Please let me know if there is anything I can do to help mitigate the confusion surrounding "sampling" and your recommendation for how best to proceed as an industry.

Sincerely,

Lloyd Stiassny
Eden Management Group LLC dba Uncle Herbs

On Mon, Oct 30, 2023 at 11:39 AM Sawyer, Jane Preston (CED) <jane.sawyer@alaska.gov> wrote:

Good morning, Lloyd,

The board did not give guidance on free samples, and a licensee is, by no means, mandated to provide free samples.

What creates the confusion is that 3 AAC 306.310(b)(3) was amended to remove the prohibition of free samples. In other words, the board did not create a regulation that allows for free sample; it just removed the prohibition of it. Attached is the approved, signed, and final draft.

Respectfully,
Jane

Jane P. Sawyer

Program Coordinator
DCCED-Alcohol and Marijuana Control Office
550 W. 7th Avenue, Suite 1600
Anchorage, AK 99501
907-269-0490



From: Lloyd Stiasny <lloyd@edenalaska.com>
Sent: Thursday, October 26, 2023 9:28 AM
To: Wilson, Joan M (CED) <joan.wilson@alaska.gov>
Subject: Fwd: Clarification: Product Sampling at a Retail Location

You don't often get email from lloyd@edenalaska.com. [Learn why this is important](#)

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Joan, Good Morning. Resending the attached email as I'm not sure you received it.

Thank-you,

Lloyd Stiasny
Eden Management Group
(907) 230-6436

----- Forwarded message -----

From: **Lloyd Stiasny** <lloyd@edenalaska.com>
Date: Fri, Oct 20, 2023 at 7:52 AM
Subject: Clarification: Product Sampling at a Retail Location
To: <joan.wilson@alaska.gov>
Cc: Aaron Stiasny <aaron@edenalaska.com>

Joan, good morning. I would very much appreciate it if you or a staff member would please clarify the AMCO regulation changes that I understand may allow product sampling at a Retail location. I have not been able to succinctly understand from a review of regulation what change may have occurred and how it will affect our operating procedures.

I do know that we have had numerous customers come into our retail store(s) recently, requesting product samples. We are unclear as to what guidance to offer our staff. I am aware that we will not be making any changes until the City of Anchorage adopts the regulation change.

I do not support, nor do I believe that product "sampling" at the retail level is healthy for the industry. If it is allowable for retail stores to offer customers "samples", I honestly believe we are creating a disruptive environment for the industry that will have unintended consequences. If the intent is to allow "free" samples this would be particularly disruptive, and contrary to the goal of maintaining a safe, compliant, well regulated industry for the public. If an individual is allowed to visit multiple shops daily, and secure samples for consumption, I am certain many of these samples will find their way to our youth under 21, or other unregulated markets.

Hopefully I'm misinformed, and this change in regulation is not an open door for retail "sampling". I was not aware of the change, if one has occurred, although I have had health issues over the past 6-months and may have missed it. Was there a public comment period?

Your clarification would be very much appreciated and I am available to meet with you and/or a staff member at your convenience as well.

Thank you for your time, and we appreciate the work you and your staff do for the industry.

Very Truly Yours,

Lloyd Stiasny, Owner
Eden Management Group dba Uncle Herbs
(907) 230-6436

From: Ashley Reed <ashleyreed@gci.net>
Sent: Sunday, May 21, 2023 7:31 PM
To: CED AMCO REGS (CED sponsored) <amco.regs@alaska.gov>
Cc: Sally Jefferson <sjefferson@wineinstitute.org>
Subject: Re: Wine Institute Phone Contact

■ EXTERNAL EMAIL

Kristina -

It was a pleasure talking with you. This note is intended as a follow-up to our conversation.

As I mentioned, I represent The Wine Institute as their lobbyist in Alaska.

I wanted to follow-up on the new regulations being drafted to cover Sen. Micciche's bill passed last year. Our section of the bill that we care most about is direct shipment of wine. We have worked with approximately 36 other states on this issue and have successfully avoided some unintentional consequences in the bill drafting.

While I recognize that you are working with a stakeholders group on the drafting of the new regulations, the direct shipment section of the bill is only of import to The Wine Institute and their members.

We would like to work with you on this section of the regulations if you feel it might be beneficial.

Please feel free to contact me at any time, or call Sally Jefferson at The Wine Institute. Ms. Jefferson can be reached at 917.543.2678.

Thank you.

Ashley Reed
907-229-4049

On May 19, 2023, at 1:03 PM, CED AMCO REGS (CED sponsored)
<amco.regs@alaska.gov> wrote:

Hello,

I am sorry to have reached you when driving. You can reach out via email to amco.regs@alaska.gov with any questions and my phone number is 907-269-0359.

Thank you,

Kristina Serezhenkov
Regulations Specialist 2
Alcohol and Marijuana Control Office

550 West 7th Avenue, Suite 1600
Anchorage, Alaska 99501

907-269-0359

From: [Serezhenkov, Kristina R \(CED\)](#)
To: [Craig, Carrie D \(CED\)](#)
Subject: FW: Wine Institute follow up- wine institute email
Date: Wednesday, November 8, 2023 11:41:16 AM
Attachments: [LexisNexis Instant Verify 20230414.pptx](#)
[LN_DataStory.pptx](#)

From: Sally Jefferson <sjefferson@wineinstitute.org>
Sent: Saturday, October 14, 2023 7:08 PM
To: Wilson, Joan M (CED) <joan.wilson@alaska.gov>
Cc: Serezhenkov, Kristina R (CED) <kristina.serezhenkov@alaska.gov>; Ashley Reed <ashleyreed@gci.net>; Sawyer, Jane Preston (CED) <jane.sawyer@alaska.gov>
Subject: Wine Institute follow up

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Director Wilson,

Thank you and your staff for your time and attention in discussing our concerns with the section of the Title 4 Rewrite proposed rule affecting out of state winery direct shipments into Alaska. We also greatly appreciate being added to AMCO's alcohol listserve.

As a follow up to your request, attached is information about LexisNexis' verification system. Since staff has indicated they are restricted from speaking by phone, they will answer questions questions via email. The point of contact is Andrew Burnham, National Account Manager, LexisNexis Risk Solutions
andrew.burnham1@lexisnexisrisk.com

Outreach has been made to IDology and I will provide their point of contact as soon as I receive it.

I also have several other resource options that may be helpful:

- Alex Koral is the Regulatory General Counsel at Sovos ShipCompliant, the largest player in the direct shipping compliance software space, who would be delighted to answer any questions you may have. He also can provide a demo of how their system works from the winery perspective for conducting age verifications, preventing shipments to prohibited areas/states and helping to ensure compliance with all other state specific requirements. Sovos also has distillery and brewery direct shipment

clients. I highly recommend speaking to Alex. His company is based in CO and he can be reached at alex.koral@sovos.com and 303-996-1631.

- KS and MI are the two states that vet and approve age verification services for wine direct shipments. KS ABC Director Debbi Beavers will be in Branson and I would be glad to help facilitate an introduction. Also, if you would be interested in connecting with the Michigan Liquor Control Commission, I also could identify the appropriate person to contact there. Unfortunately, no one from the MLCC will be attending the Branson meeting.

If there are any questions, please let me know.

| Sincerely

| Sally Jefferson



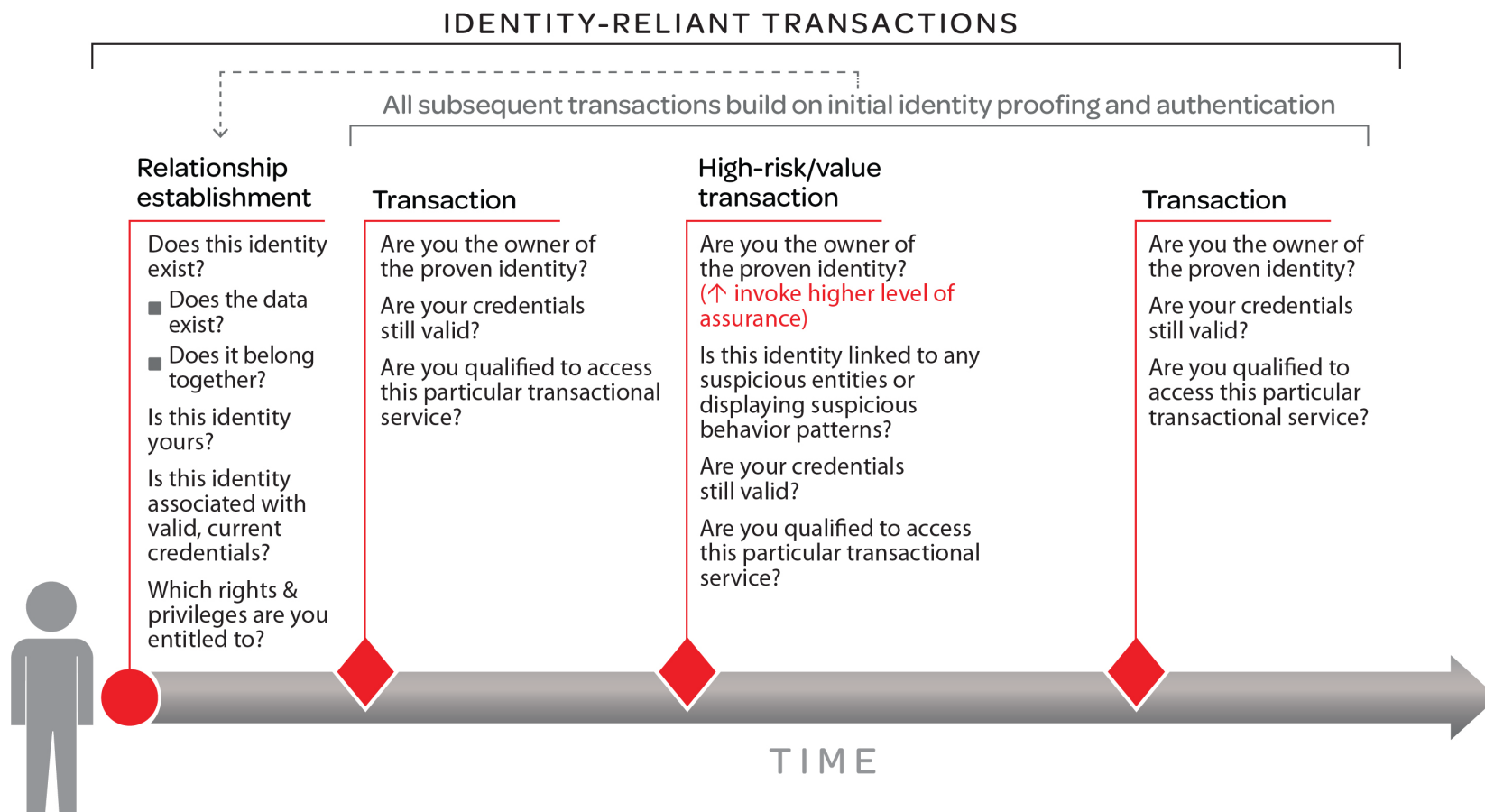
LexisNexis Instant Verify[®]

Market Trends

- According to Javelin 2013 Identity Fraud Report, identity fraud has risen for second consecutive year, affecting 5.26% of consumers and costing \$20.9B
- According to CFO Research's Pushing the Boundaries of Overseas Expansion (2013), two-thirds of US businesses surveyed report growth in international markets to a top priority over the next three years, with 95% of respondents expecting to have customers in at least two foreign countries .
 - Identity impersonation and use of synthetic identities are reported to be increasing.
 - Increasing concerns about fraud in the call center

Focus on Identity Reliant Transactions to reduce risk and meet operational challenges

The key challenge in remote customer interactions is correctly establishing the identity and providing appropriate levels of authentication during repeat visits at all levels of assurance to reduce fraud risk.



Our Solutions Start with Superior Data Assets

Through our proprietary linking technology, profiles have been built on over 400 million individuals, 280 million active and 25 million businesses. Our databases have in excess of 10,000 data sources providing these updates as frequently as each data provider allows including daily, bi-weekly, weekly and monthly that include, but is not limited to:

- Tri-bureau Credit Header data
 - LN is the only company in the US to have header files from all 3 bureaus
- Traditional landline and wireless Phone data
- Court Records
- Department of Corrections data
- Real Property Deed & Mortgages
- Property Assessment
- Watercraft
- Aircraft
- Professional Licenses
- Tax Liens & Judgments
- UCC Filings (Business IDV Solutions)
- Education Records
- Various Contributory Data Sources

State and non-state sourced motor vehicle records

- SEC Filings (Business IDV Solutions)

National coverage of state and non-state sourced death records

** CONFIDENTIAL **

LexisNexis Identity Verification: Reliable identity data is an essential piece of an efficient account workflow

Quickly verifying identities supports key onboarding activities:



Investigate and confirm new customer during onboarding



Authenticate customers at several points across the account lifecycle



Validate and confirm high risk transactions made by existing customers



Ascertain the correct identity of a consumer contacting a call center



Reinforce fraud detection by verifying key identity elements that are requested

LexisNexis Identity Verification Solutions: Sample Identity Proofing Process

| | |
|---|---|
| VERIFY | Verify the identity Establish that the identity exists. <i>“Does Bob Jones exist?”</i> |
| <p>Confirmation of General Information:</p> <ul style="list-style-type: none">✓ Name✓ Address✓ SSN✓ Date of Birth✓ Phone Number✓ Email | |
| AUTHENTICATE (For Identity Proofing) | Authenticate the identity Determine whether an individual is the owner the identity. <i>“Are you Bob Jones?”</i> |
| <p>Knowledge Based Authentication One-Time Password TrueID Mobile Document Capture</p> | |

LexisNexis Instant Verify uses configurable verification checks and risk indicators to help determine if an identity exists.

Feature Highlights

- Customers select from a series of checks, ranging from age verification to address occupancy/ownership
- Verification includes PII and non-PII (email and phone numbers)
- Provides customer self-service reporting interface

Verification checks available by category include:

- SSN
- Addresss
- DOB
- Phone (additional gateways at additional price point)
- Email
- Drivers License Number
- Watchlists – OFAC and additional watchlists
- International (available at additional price point) – 32 countries)

The screenshot shows the LexisNexis Instant Verify web interface. At the top, there is a navigation bar with the LexisNexis logo, 'Instant Verify™ Instant Authenticate™', and links for 'Reset Password' and 'Logout'. Below this is a breadcrumb trail: 'Authentication > Subject Data Input > Instant Verify™ - Verification'. The main heading is 'Verification'. A progress indicator shows four steps: '1 - Subject Data Input', '2 - Verification', '3 - Authentication', and '4 - Results'. The current step is 'Step 2 - View summary of Identity Verification results.'. Below this, the subject name 'Zachary Thul' is displayed. A list of verification checks follows, each with a checkmark or an 'X' indicating the result:

- The Last Name matches the Address
- The minimum Age Requirement is met
- The SSN does NOT match the Last Name
- Full DOB is verified
- DOB Month/Year verified
- The name is NOT found on the OFAC list

At the bottom of the verification section, there are 'Cancel' and 'Continue' buttons. The footer of the page contains links for 'About Us / Privacy Policy / Legal / User Access Policy' and a copyright notice: 'Copyright © 2010 LexisNexis Risk Solutions. All rights reserved.'

Our Data Assets give our identity verification solutions more reach

The volume of our identity attributes and breadth and depth of our data allow our verification solutions to address broader demographics, including young adults and individuals with thinner credit files.

Get a More Complete Picture - Make intelligent information connections beyond the obvious by drawing insights from both traditional and new sources of data.

Industry-leading Data, Analytics, Technology - Leverage our Big Data computing platform with vast data assets and a proprietary fast-linking technology to help detect patterns, analyze behavior and resolve entities to find the answers you need to assess risk and solve your business challenges.



Authoritative identity data content optimizes many risk strategies and operational workflow processes

- Speed new account origination decision time leading to less attrition and more revenue
- Strengthen fraud detection and fraud reviews by expediting time to confirm transactions
- Reduce account takeover fraud by leveraging the correct identity intelligence
- Streamline new account and recovery investigations to save costs

LexisNexis Differentiators

1. **Linking and Analytics:** LexID® is the linking ingredient inside our solutions, using unique algorithms to find links and patterns that would not otherwise be obvious in disparate data.
2. **Vast Data Resources and Coverage:** Our data offers the largest available collection of public, proprietary, and credit based identity data from thousands of data sources leveraging our patented data linking technology, allowing for more extensive demographic coverage (including young adults and individuals with limited credit histories or public records footprints).
3. **Comprehensive and Integrated IDM Portfolio:** We offer the most comprehensive portfolio of identity management solutions designed for the consumer to help meet the varying use cases and risk profiles of organizations. These capabilities can be easily integrated to vet documentary, non-documentary evidence, and biometric evidence for in-person and remote account registration and account management activities.

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government assess, predict, and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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www.relxgroup.com

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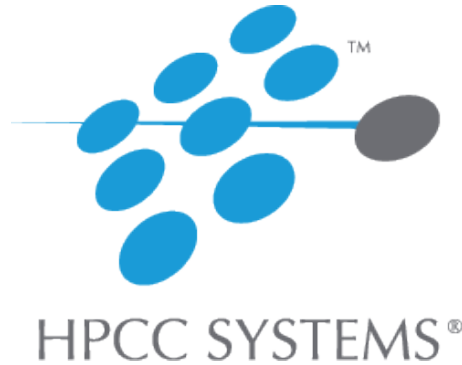


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High Performance Computing Cluster

Born from the deep data analysis experience of LexisNexis Risk Solutions, HPCC Systems enables business of all sizes to better analyze and understand data at scale, improving time to results and decisions.

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ECL Parallel Programming Language

High level, data-centric declarative programming language



Single, Complete Architecture

Two data engines (query and refinery) operating at a high level of speed and accuracy

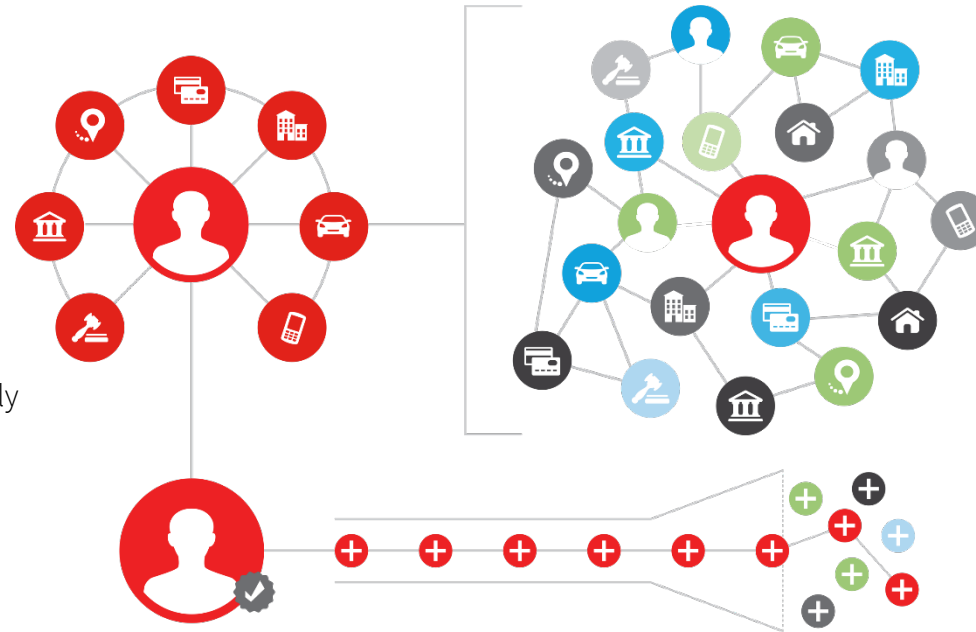


Built for Big Data and proven for 13+ years with enterprise customers.

Our Patented Linking Technology Leverages a Unique Identifier

LexID

When we acquire a new record, LexisNexis assigns our own unique identifier, LexID®. To ensure the security of consumer identities, LexID is not derived from any personally identifiable information, such as a social security number or name.



Records with a common LexID are linked together using LexisNexis® Scalable Automated Linking Technology, a proprietary and patented method of linking and clustering data. Identity profiles are continuously updated to ingest new data sets and records.

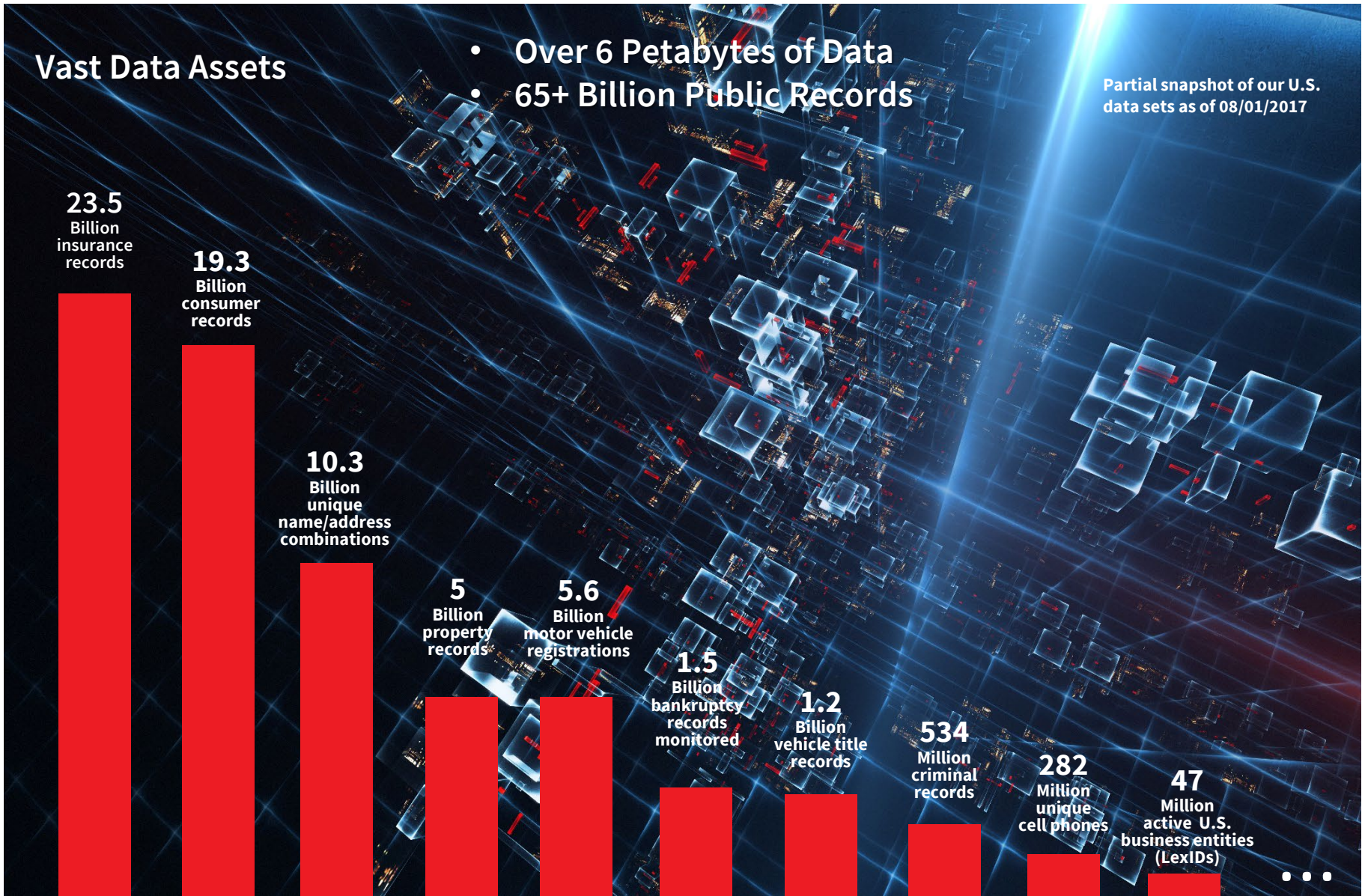
Having this persistent link across multiple touchpoints and data silos eliminates false positives and builds an extremely comprehensive and accurate representation of the identities that matter to our customers.

➤ Creating an accurate view of an individual or business

Vast Data Assets

- Over 6 Petabytes of Data
- 65+ Billion Public Records

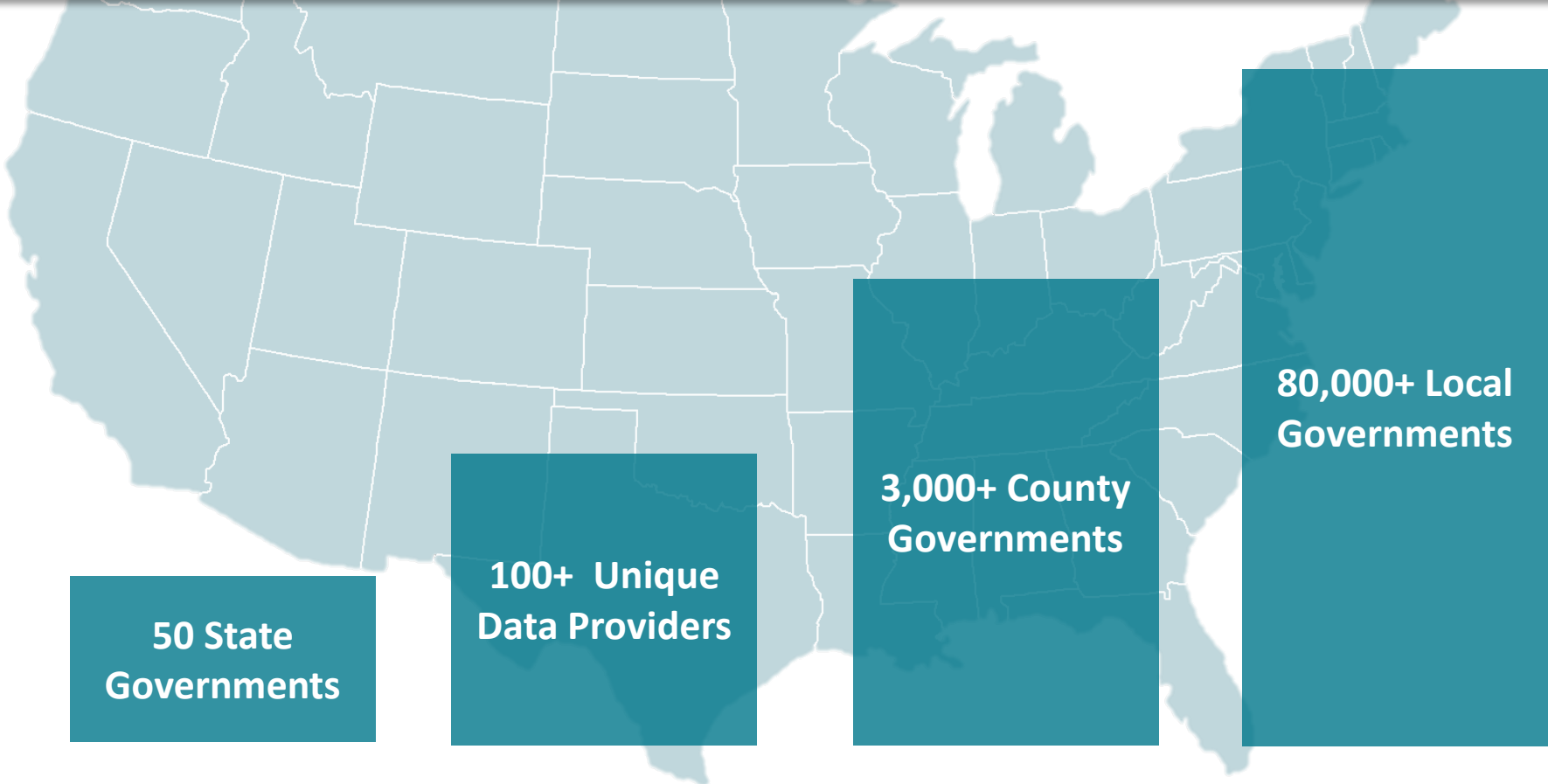
Partial snapshot of our U.S. data sets as of 08/01/2017



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Over 48 Million
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- Property Assessment
- State and non-state sourced motor vehicle records
- SEC Filings (Business IDV Solutions)
- Foreclosures
- National coverage of state and non-state sourced death records
- Watercraft
- Planes & Pilots
- Hunting & Fishing Licenses
- Concealed Weapons Permits
- Firearms & Explosive Licenses
- Corporation Filings
- Professional Licenses
- Tax Liens & Judgments
- UCC Filings (Business IDV Solutions)
- DEA Controlled Substance Licenses
- Marriages and Divorce Records
- Education Records
- Various Contributory Data Sources

In addition, we are the premier source of alternative data



Credit header records for **240M** consumers



Purchase activity for **150M** consumers



Business association records for **48M** consumers



College Attendance records for **28M** consumers



Phone records for over **210M** consumers



Accident Reports
50 updating states



National Coverage of medical professional licenses and sanctions



Email addresses for **230M** consumers



National Coverage of non-state sourced death records



Comprehensive global watch lists



Non-state sourced motor vehicle records for **170M** consumers