

COMMERCIAL INVESTIGATIONS LLC

CI TIMES

THE CYBER INVESTIGATION ISSUE



BIG BROTHER IS WATCHING!

In today's world, the Internet is an endless canvas that can be covered with your whole life's story in permanent ink. Some of us choose to upload, post, tweet or comment on anything and everything in our lives without considering the consequences. Other times we end up a victim of being in the wrong place at the right time for someone with a camera phone and a bright idea to post pictures or video of you all over Facebook or YouTube. No permission is needed, and these words and images can be branded in cyberspace forever for the world to see. Either way, things people do or say today have a direct reflection on what happens tomorrow. Just ask that one person we all know who didn't get that dream job they were trying to land, or were denied an apartment and can't understand why.

On a daily basis, everyone from creditors and debt collection agencies to property managers and employers are scouring the Internet looking into the personal lives of people they are in contact with. Everyone wants to be a "Cyber Detective," but not everyone has the tools and the know-how to do it. As well, with privacy issues and legal restrictions, you can only go so far before you hit a wall. Media coverage has been rampant on this topic and has created controversy. Recently, employers or potential employers are even going as far as asking for passwords to social media sites to take a peek into the private lives of others. The question we have for you is: Should social media be part of your screening process?

A recent seminar covering legal issues associated with screening and hiring was held in Albany, New York by John M. Bagyi, Esq. SPHR of Bond Schoeneck & King PLLC. Mr. Bagyi came up with some interesting points in regards to social media in the hiring process: 56% of employers use social media to screen potential employees, up from 34% in 2008. The most common reasons employers used to NOT hire someone based on social media screening was inappropriate photos or



CYBER DETECTIVE

information, followed by references to drugs and /or alcohol abuse and negative comments about previous employers or co-workers. Poor communication skills, discriminatory comments and misrepresentation about qualifications were other reasons most commonly used by employers to not hire someone. Remember though, there are many legal concerns with this type of search which is why Mr. Bagyi suggests employers may want to consider using a third party company who is familiar with the legalities and guidelines that have to be followed.

There are many benefits to outsourcing any Cyber investigation to a third party company like Commercial Investigations. Once an employer determines that social media background checks will be conducted, they should adopt a policy that clearly states that information regarding protected status obtained through media shall not be considered in the hiring process. Once the policy is adopted, we can conduct the search without bias but with a defined search criteria. Some factors that cannot be used against someone are age, sex, sexual preference, nationality, religion or race. We at Commercial Investigations have no personal or direct relationship with the applicant, which makes it easy for us. This is a benefit because of the fact that we will not use inadmissible information in our findings. In other words, let the professionals at Commercial Investigations do the digging while you reap the rewards of building a successful team. It is much easier to avoid a bad hire than to get rid of a bad hire.

To learn more about CI's Cyber Investigation processes contact a CI Representative at (800)284-0906 or at info@commercialinvestigationllc.com.

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CLIENT CLUE

Online Invoicing

Within the next four months we will be introducing Online Invoices on the Commercial Investigations LLC website. The invoices will be accessible using your current user login information.

Please take some time to review the users that you currently have active in the system. It is important that everyone who is using the website have their own individual sign-on.

If you need your account updated, please send your account information to staff@commercialinvestigationllc.com. To deactivate users who are no longer with your organization; including the name(s) of anyone that needs to be deleted. To add new users, include the name, email address, position and direct phone number (if applicable).

If you have any questions, please direct them to the attention of Patricia DeCerbo. Watch this space for additional information coming out concerning Online Invoicing.

DUE DILIGENCE: DIGITAL DUE

In our last issue of CI Times we saw Due Diligence skate his way through a background check provided by a data-broker screening company as he weaseled his way onto the board of directors at The Academy for Excellence. Due has been able to pad his resume and gain some experience in the IT field once again and he's been plotting his path to get back into healthcare. In this month's issue we encounter Mr. Due Diligence once again as he is looking to broaden his horizons and re-enter the healthcare field.

In today's digital age, many applicants now carry a significant online presence that consists of social media pages, blogs, and professional networking sites. The vast amount of information derived from these sources can then be used to compare against applicant-supplied information in order to find discrepancies.

CI's cyber investigation is an invaluable tool which can be used to supplement information that has not been included on a resume, job application or consent form. The cyber investigation will help provide a more detailed picture of who an applicant is and how they may or may not fit into your organization.

CI's cyber investigation includes information from sites such as Facebook, Google + MySpace, Twitter, LinkedIn, Spoke, Hi5, and many others. CI scours the Internet for information placed on blogs, PDF documents, archived sites and cached webpages.

In today's difficult job market, many applicants have felt the need to network digitally in order to garner attention. This has created a vast online presence for many applicants that can be difficult to navigate, not to mention compliance issues associated with HR, and biases that arise even from a simple google search.

As with many other applicants, Mr. Diligence has been busy networking socially in order to get his resume in front of those who make the hiring decisions. Due applied for an IT support position at The Harmony Hills Medical Center. Luckily, the Medical Center recently implemented a new Cyber Investigation with Commercial Investigations.

The background investigation was submitted to CI, and the investigative team quickly began scouring the Internet in order to develop an

accurate snapshot of Due's online presence. CI was able to determine that Due Diligence had two separate MySpace pages and a Facebook account that was not made available to the public through searching with an email address provided by Due Diligence. CI also discovered that Due Diligence belonged to numerous groups that promoted the use of illegal narcotics and also found many incriminating photos of Due using drugs. Due also posted negative blog entries about a former supervisor.

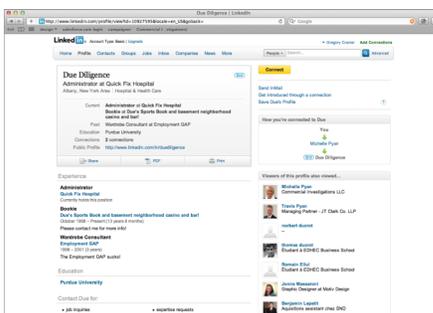
Additionally, CI's Cyber Investigation brought to light Due's activity on numerous career sites such as careerbuilder.com, monster.com, and capitalareahelpwanted.com. The Harmony Hills Medical Center was able to use the information posted on Due's online resume to find discrepancies and additional employment data that was left off of his resume when he applied. The Medical Center was able to determine that Due would not be a good candidate to work in the Medical Center once they discovered his strong interest in illegal drugs.

To Be Continued . . .



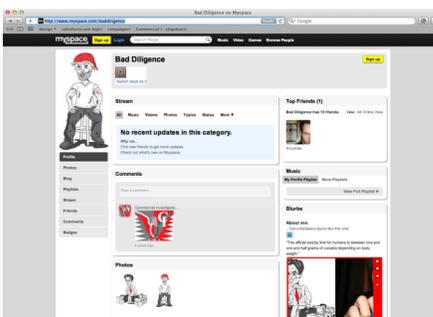
Due's LinkedIn page:

<http://www.linkedin.com/in/duediligence>



Bad's MySpace page:

<http://www.myspace.com/baddiligence>



MEET DUE DILIGENCE

Last Scene from Due

In Due's last appearance, we learned that Due had previously tried to use a fraudulent degree from Purdue University to get a job at Tech Valley Medical Center and was denied because the Medical Center utilized a Full Due Diligence Background Investigation from Commercial Investigations.

He then set his sights on working on the Board of Directors for the Wind Beneath My Wings Academy for Excellence. They used Bargain Basement Backgrounds Incorporated for their screening process and they failed to report Due's criminal history, so he got accepted into the position.

To see Due's past reports, view his page online at: www.commercialinvestigationllc.com/duespage

Read previous issues of CI Times to see the full details of Due's life at: www.commercialinvestigationllc.com/Newsletter.

RIBBON CUTTING



Michelle Pyan, President of Commercial Investigations LLC, and John McDonald, Cohoes Mayor, are seen cutting the ribbon at the ceremony.

On September 28th, 2011 at the Grand Opening and Ribbon Cutting Ceremony, Commercial Investigations LLC celebrated with business colleagues, friends and family, the relocation to our new location at 130 Remsen Street in Cohoes.

We were honored to provide a “Behind the Scenes” look at our organization and the wonderful new work space we now enjoy.

Drinks and a light fare were served as guests were provided a tour of the office.

A raffle was held to benefit the Cohoes Senior Center, a local non-profit organization. A large variety of raffle prizes were donated, including dinners, theater tickets, and retail gifts, representing the wide variety of local Cohoes businesses.

COMMERCIAL INVESTIGATIONS LLC

A LICENSED PRIVATE INVESTIGATIVE AGENCY

Providing the Proactive Truth in high quality Background Investigations through Human Intervention with an Investigative Approach.

BACKGROUND INVESTIGATIONS

CI provides accurate, timely, cost-effective and fully compliant reports delivered with exceptional client service.

New York State
Department of Economic Development
Certified Woman Owned Business Enterprise
(Certification # 49494)

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∞ INQUIRY SPOTLIGHT ∞

CYBER INVESTIGATION

As online platforms become more and more prominent, it is important that the people who represent your business portray themselves professionally and authentically to clients or customers. If an employee spends their time at home posting disrespectful or inappropriate comments on YouTube, for example, chances are increased that they will carry some form of this behavior to their digital communication on the job.

A subject's online identity relates to:

- How a subject might follow a company's IT protocol by providing a track record of responsible use of information systems including data protection.
- Involvement in illegal activity and/or groups with concerns that are adverse to a company's products and services.

The best way to scan the complete online identity of a potential new hire is to work with Commercial Investigations to provide a Cyber Investigation, which has the benefit of searching not only current, but archived Internet sites (revealing the entire history of the subject's online identity, rather than short-term activity). Our investigators also take the extra step of verifying that the online identity belongs to the right person, so potential hire's aren't wrongfully disqualified based on a superficial online investigation.

Please contact CI at 800-284-0906 or info@commercialinvestigationllc.com for more information on CI's Cyber Investigation inquiry, or to add this inquiry to your current requests.

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