



# ENHANCING COMMUNITY SAFETY IN PEER-TO-PEER MARKETPLACES

For peer-to-peer marketplaces, the days of operating under the radar are over. Scary stories from ride-sharing, hospitality, dating, and other similar services **threaten to erode the trust** that ignites peer-to-peer interactions. But a new, automated, data science-based solution is now helping P2P networks **protect their communities proactively** – and avoid becoming the latest clickbait.

# TRUST TRIGGERS GROWTH

Safe interactions are crucial to establishing the trust that makes peer-to-peer networks grow.

Signing up for peer-to-peer services is one thing. Interacting with strangers is another thing altogether. That requires a leap of faith, one that's often powered by the hope that fellow members have been screened in some way.

**67%** of consumer concerns with the sharing economy are trust-related.<sup>1</sup>

The hard truth is that **few P2P companies have the staff resources, legal knowledge, or the public-records experience required to take a truly proactive approach to community safety.** Until now, the best most could do was to react after a negative review or, worse, a negative incident occurs.

There is a better way. Using advanced data science and automation, GoodHire's Community Safety solution helps you preserve trust in your community, so members can interact freely, with confidence and peace of mind.

1. Source: A National Sharing Economy Survey by Campbell Mithun and Carbonview Research, Aug. 2012

Few P2P companies have the resources to take a proactive approach to trust. GoodHire's Community Safety solution solves the challenges of manpower and scale to help you preserve trust in your community.

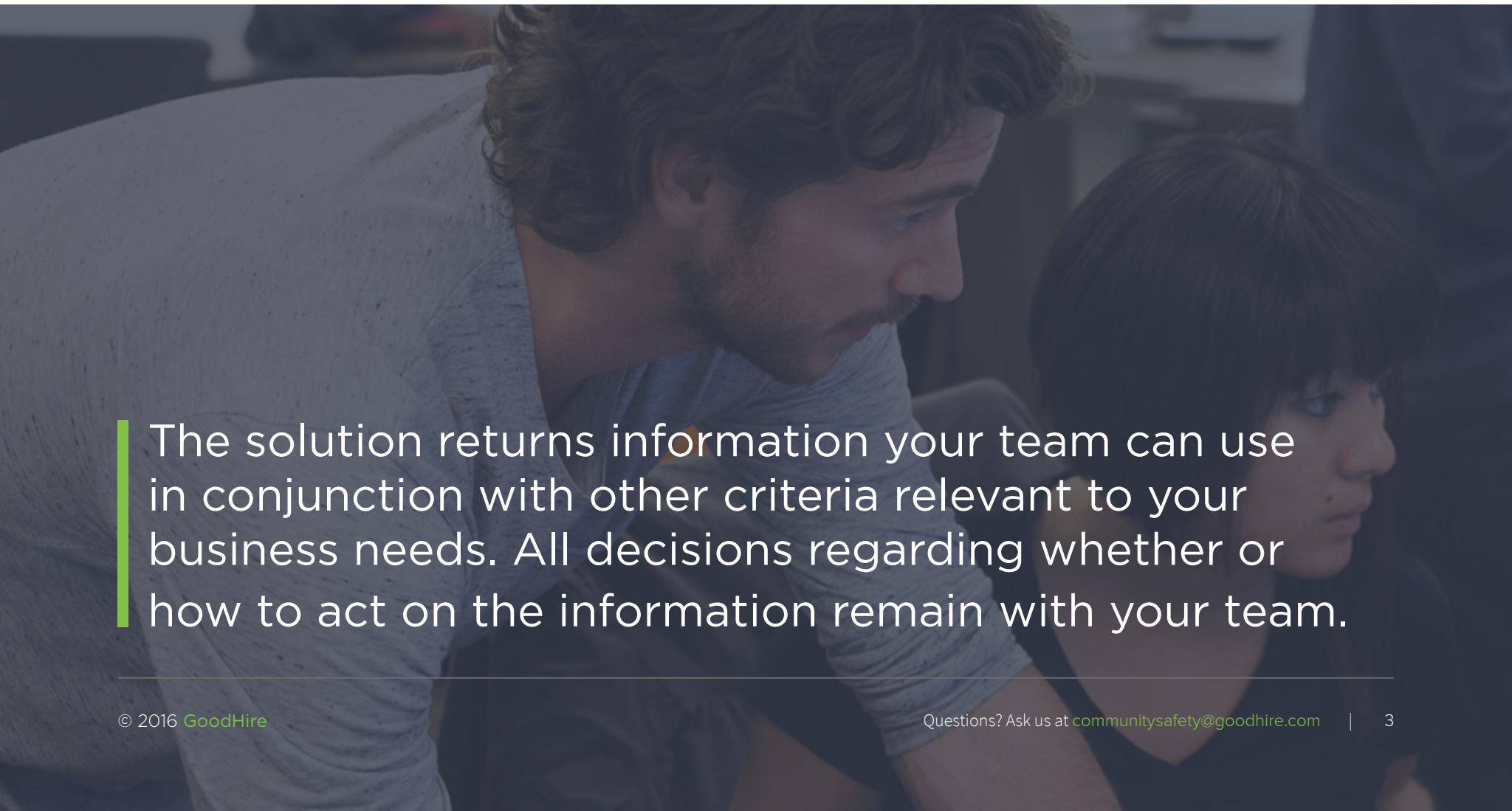
# A SCALABLE WAY TO MANAGE SAFETY

Our powerful Community Safety solution, backed by our world-class compliance team and decade-plus experience in the public records space, takes a holistic approach to trust, managing your community's safety at every stage of the customer lifecycle.

True community safety requires ongoing awareness of changing risks — that means screening your existing members as well as new enrollees, monitoring for changes in risk profiles, and reconciling new information (whether corrections or new records) when it comes to light.

**To make all this possible, GoodHire's Community Safety solution provides a powerful API to quickly** sift through hundreds of millions of public records to identify the risk factors you define as relevant to your marketplace. Our proprietary crime classification technology analyzes candidate's information across multiple data sets. A customized portal serves as a central access point for your risk team to access data visualizations and easy-to-digest views of the overall risk profile in your community. It also provides the ability to drill down to a specific participant's data.

Because you define the criteria, your team receives highly targeted information, so they can focus on the indicators you've prioritized.



The solution returns information your team can use in conjunction with other criteria relevant to your business needs. All decisions regarding whether or how to act on the information remain with your team.

# HOW IT WORKS

The solution automates many complex tasks that would otherwise fall to your team, including:

- Retrieving comprehensive and relevant public records associated with a member's information
- Accurately attributing records to the right person
- Synthesizing results into intuitive, easy-to-digest information

## SECURE INPUTS

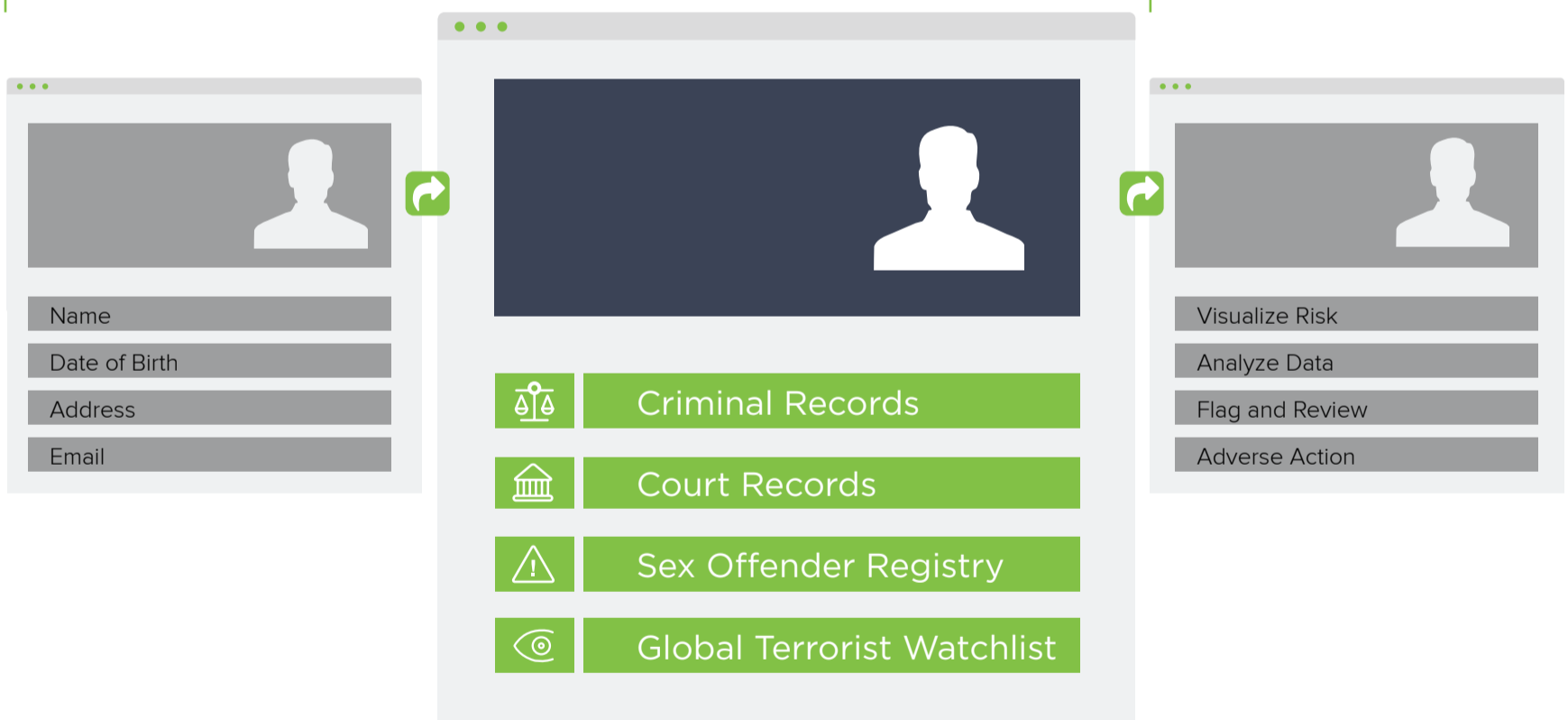
Our secure API collects personal data.

## EXTENSIVE PEOPLE ANALYSIS

The API analyzes candidates across multiple data sets with machine learning and proprietary crime classification technology.

## CLEAR RESULTS

The Community Safety portal displays the clear, actionable results.



Best of all, the Community Safety solution **searches for your defined risk factors within milliseconds, letting visitors sign up without delay.** Because the whole process is automated, it happens behind the scenes, smoothly and efficiently.

# USING AND INTERPRETING THE DATA

Acquiring reliable data to help your team make better community screening decisions is an important step. The next step – how you use that data – is up to you.

Each decision you make based on screening a prospective member, though, must be made **fairly, transparently, and in a way that meets compliance requirements** and respects participants' privacy.

When using a safety check to make a community eligibility decision, P2P companies are required to ensure that their collection and use of member information complies with applicable state and federal laws, such as the California Investigative Consumer Reporting Agencies Act and the Fair Credit Reporting Act (FCRA).

One of the benefits of working with GoodHire, an established leader in background screening, is our team of FCRA experts. They can help you meet compliance requirements and reduce your brand risk in this ever-changing regulatory landscape.

By leveraging our expertise, you can concentrate on what matters to your brand: scaling a vibrant, worry-free community for your members.

# PROACTIVE COMMUNITY PROTECTION

The feasibility of proactively addressing community safety issues is no longer in question. Our Community Safety solution lets you protect your community without impeding your path to scale. **We've made trust at scale simple, fast, and cost-effective.**

# WHY WORK WITH GOODHIRE

GoodHire is a mission-led company dedicated to rehumanizing the process of employment and community screening to ensure that companies and candidates alike are treated fairly and with respect. More than 25,000 businesses of all sizes rely on GoodHire's legally-compliant services, which are built from our experience aggregating and organizing hundreds of millions of public records.

## WE OFFER:

- An easy-to-use, cost-effective solution for community safety screening
- A platform built on a belief in transparency, accuracy, and compliance, and committed to trust and safety in all types of screening
- A dedicated Trust team made up of on-staff compliance experts and credentialed privacy professionals
- A commitment to best practices that align with legal mandates and that reflect changing societal expectations

For more information about GoodHire's community safety solution, go to [www.goodhire.com/community-screening](http://www.goodhire.com/community-screening)



GoodHire is an FCRA-compliant employment and community safety screening service that automates and simplifies the background check process. Our experienced and knowledgeable US-based support team is dedicated to providing every customer a 5-star experience.  
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