Subject:	Public Records Request
Date:	Friday, December 15, 2023 at 1:13:24 PM Eastern Standard Time
From:	Beverly Bradley <beverly.bradley@sos.la.gov>
To:	Khahilia Shaw <khahilia.shaw@americanoversight.org>
Attachments:	Request 5.pdf, Request 3.pdf, Requests 1 and 2.pdf, Public Records Request-Khahilia Shaw American Oversight.pdf

Good afternoon,

Attached are the public records you requested as well as your receipt for payment.

Regards,

Beverly C. Bradley
Administrative Assistant
Legal Division
Secretary of State Kyle Ardoin
225.287.7479 (o)
225.932-5332 (f)
www.sos.la.gov

Opearant, Inc
State Letter of Commitment

STATE: Louisiana

SECRETARY or CHIEF ELECTION OFFICIAL: Hon. Kyle Ardoin

I, _____Kyle Ardoin_____, as the chief election official of the State of _____Louisiana_____, hereby commit to the financial support of and assistance in the governance of the entity to be known as Opearant, Inc., a company to be incorporated in the State of Idaho, immediately upon the creation of said organization.

My commitments are as follows, and under the following conditions:

1. My office's initial appointee as a voting member of the governing board for a three-year term is _____Brad Manuel_____. I understand I may replace this individual with another of my choosing at my discretion upon written communication with the board. The term of this initial appointment is for 3 years.

2. My office's initial financial contribution to the project shall be $_____40,000_____. This contribution will provide for both initial membership in the organization, as well as a defined number of years of maintenance payments as described in the invoice that will be generated upon creation of the company. I am not responsible for any additional expenses with this commitment beyond the amount above, or in excess of the duration agreed to in the separate invoice agreement.

3. I acknowledge that the Executive Director of the organization shall be Chad Houck, and that his initial appointment is for an irrevocable 3-year term to provide for the stable launch of the company and consistency of vision and leadership. I agree to his initial gross salary of $100,000 annually (no benefits), and my affirmative vote for both his appointment and this salary are binding on my appointee above with my signature on this document and my financial contribution as evidence of this support.

Signed: _____   Date:___3|31|2023___

Kyle Ardoin, Louisiana Secretary of State

Invoice 0001

Opearent, Inc.

5892 W. Walton Pond Drive
Eagle, ID 83616

OPEARENT

Date	To	Payable To
December 15, 2022	Louisiana Secretary of State Attn: Jennifer Bollinger	Please make checks payable to Opearent, Inc.

Instructions

Due Upon Receipt

Description	Unit Price	Total
Membership Fees Initial setup and annual	$40,000	$40,000
	Subtotal	40,000
	Sales Tax	n/a
	Shipping & Handling	n/a
	Total Due	**$40,000**

Thank you for your business!

Opearent - Creating Open, Transparent Technology Solutions for Government
https://opearent.org

LA-SOS-23-1078-A-000002

experian™

TrueTrace™

Optimize your collections strategies with the most accurate consumer contact data available

Finding past-due customers is challenging, but Experian® is here to help. We have combined and amplified the most up-to-date contact information available to help you increase right party contact (RPC) rates.

TrueTrace™ is our most powerful locating product. In addition to our core consumer credit database of more than 200 million consumers and 140 million households, TrueTrace also provides access to 100 million thin-file and underbanked consumers. This unique combination of information makes this solution the ultimate resource to help you locate past-due customers faster and more efficiently than ever before.

TrueTrace helps boost your bottom line

- **Unique data sources:** Get access to our proprietary and exclusive data sources, including Clarity's alternative payday information and Experian® RentBureau® property management data.

- **Higher-quality data with target matching scores:** We have enhanced our processes to further evaluate the data quality based on source, age and most-recent updates and to return a confidence score indicating the likelihood it belongs to the consumer.

- **Increased RPC:** During testing, our data achieved a 10 percent lift in RPC over the competition.

- **Flexible formatting:** Reduce the cost of switching your internal or third-party software with the flexible and streamlined file-mapping capabilities of TrueTrace.

- **Accurate, up-to-date contact information:** TrueTrace is updated more frequently and by more sources than any other service of its kind.

Experian's core design includes:

- Consumer name, best address, and landline and wireless telephone numbers

- Listed, unlisted and wireless numbers sourced from our File One℠ consumer credit database and alternative data sources, such as payday lenders, property management companies and other self-reported entities

- The capability to have return landlines, mobile phones, or both

- Area code splits and updates

- ZIP + 4® coding

- The capability to dedupe addresses and phone numbers that were provided on input

Flexible file delivery options

TrueTrace can be accessed in a batch format through a secure file-transfer method with standard input and output files available. It also allows for flexible file formatting, depending on your needs. Add the power of TrueTrace to optimize your collections strategies with the most accurate contact data available.

To find out more about TrueTrace, contact your local Experian sales representative or call 1 888 414 1120.

LA-SOS-23-1078-A-000004

# Registered Voters	1 Year Annual Cost	3 Year Annual Cost
<500,000	$17,920.01	$14,933.34
500,000-1,000,000	$22,400.02	$18,666.68
1,000,001-2,500,000	$39,200.03	$32,666.69
2,500,001-5,000,000	$50,400.04	$42,000.03
5,000,000-12,500,000	$61,600.04	$51,333.37
12,500,001-15,000,000	$72,800.05	$60,666.71
15,000,000-20,000,000	$84,000.00	$70,000.05
20,000,000+	$95,000.00	$88,666.73

LA-SOS-23-1078-A-000005

Ascend Identity Resolution allows users the ability to take advantage of Experian's vast consumer data sets and the most advanced matching algorithms to help resolve consumer identities in a private identity graph, ensuring your data is partitioned and only shared if you choose. After initial batch synchronization to your customer-specific identifier, the identifier (a personal identification number, or PIN) can be delivered where and when needed to help you maintain a single view of your customer.

Disparate data sets and multiple consumer touchpoints

Multiple lines of business, disparate systems, various customer touchpoints and application channels, combined with changes to personally identifiable information (PII), can make achieving a single customer view difficult and complex. The consequences of failing to achieve a single view of your customer can range from a poor customer experience to regulatory and compliance implications.

Experian's Ascend Identity Resolution was built with lender challenges in mind and incorporates advanced technology that adapts to consumer data trends (such as the emergence of consumer email addresses as an important identity element) to confidently establish linkage. Additionally, Ascend Identity Resolution recognizes that your customer data can be as important as Experian's data assets in helping to create linkage; therefore, the solution was designed to include your data, combined with Experian's, in your very own private identity graph.

Ascend Identity Resolution potential use cases

Applicant insights
Linking an applicant to any existing accounts/relationships can provide key information prior to extending additional credit.

Application velocity tracking
With omnichannel application processing, being able to recognize the consumer in store and online is critical from a fraud and consumer experience perspective.

Account management
Finding duplicate customers across multiple data sets can help manage risk and link active accounts.

Fraud prevention
After a single customer view is achieved, clients can search for abnormalities to signify potentially fraudulent activities for further investigation.

Identity resolution is challenging; implementation is easy

Experian's Ascend Identity Resolution provides unique platform benefits, including:

- **The power of Experian® data**
  Experian configures and prepares a secure, custom identity graph, with the power of Experian referential data and advanced algorithms. You send customer identifying information, and we'll return the identifiers.

- **Identifiers on demand**
  Real-time API can be called directly or integrated into the response of other Experian products, such as Attribute Toolbox™ or PowerCurve®.

- **Consistent maintenance and support**
  While the vast majority of identifiers will remain unique and persistent over the duration of services provided, occasionally information is provided to indicate identifiers need to be combined or separated. Ascend Identity Resolution will inform users when this happens in refresh cycles or in real time so business processes aren't disrupted and high-quality identifiers are maintained.

About Experian Ascend Technology Platform™

Ascend Analytical Sandbox is one of several solutions available on our state-of-the-art Experian Ascend Technology Platform™ that helps power the best decisions across the credit life cycle.

Our modern technology foundation delivers hybrid cloud-based solutions with access to the freshest data available to power analytics, marketing and account management programs. In less than a year post-launch, the groundbreaking platform is being used by 15 of the top financial institutions globally.

Contact us

For more information about the Ascend Technology Platform contact your Experian account executive or call 1 855 339 3990.

Learn more here

LA-SOS-23-1078-A-000008

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LA-SOS-23-1078-A-000010

TrueTrace™

For Elections Assistance Commission
Frequently asked questions

Table of contents

What data sources are used in TrueTrace?

Experian® aggregates data furnished by financial institutions and other entities that report data to our core credit bureau, alternative finance bureau (Clarity) and rental payments bureau (Experian® RentBureau®). We also include data from consumer marketing sources, third-party data suppliers and the National Change of Address (NCOA^Link®) file. These data assets are linked to unique consumers and made available through our TrueTrace™ skip-tracing tool for several uses that meet Graham-Leach-Bliley (GLB) exceptions.

How does Experian designate the Best Address?

Experian® data includes multiple addresses for most U.S. consumers, which reflects their activity for more than 20 years. We use a proprietary matching algorithm that incorporates the recency and frequency of furnishing. It also prioritizes certain data sources and types of furnishing over others. The Best Address represents the address where the consumer is most likely to be reached. Often, this will match their residence; however, we don't verify residency.

Does Experian match on each input field?

Our matching algorithms leverage all input fields (name, address, optional date of birth [DOB], and optional Social Security number [SSN]) to make a highly probabilistic match based on data that Experian® has on U.S. consumers. It's possible to match using components of the input without current/exact matches on each input field. Many consumers have multiple values on file for name, address and DOB.

Can Experian match on partial SSN?

No. While SSN is not required, it can be helpful to include for matching performance, if available. If so, we do require the full SSN. We don't incorporate the last four digits in matching.

Can Experian match on partial date of birth?

Yes, Experian® can use either full date of birth (DOB) or year of birth. When available, please provide full DOB for most accurate matching.

What does Update Date mean?

Update Date indicates the last time a furnisher reported this address for a given consumer. More recent dates are favorable indicators of it being an actual current address.

What does Reported Date mean?

Reported Date indicates the first time a furnisher reported this address for a given consumer. More recent dates are favorable indicators of it being an actual current address. For data with an episodic nature (e.g., most alternative finance, most collection trades, marketing sources), the Reported Date will match the last Update Date. For recurring trades, such as credit cards

and installment loans, a reported date will be followed by regular updates through the life of the trade remaining active.

Is the Best Address a residential or mailing address?

Experian® data furnishers don't consistently designate residential versus mailing (when different). As a result, some consumers will have post office boxes as their Best Address. Experian may also have a recent physical address for that consumer that can be obtained using web portal searches. We recommend using the Report and Update Dates as reference points on post office boxes.

Is the Best Address formatted for mailing and/or confirmed as deliverable?

Experian® conducts an address standardization process upon loading addresses. This should correct most formatting errors that can lead to mail being undeliverable to valid, deliverable addresses. However, some rural addresses may be formatted correctly but aren't delivered to by the postal service. Experian is in the process of testing a deliverability check enhancement. Please ask for details if this is of interest.

What are the address result codes?

Experian® returns three important values in the address result code field (N, M, V):

- N: Experian can't identify that consumer using input information, also referred to as a "no-hit" on our database.
- M: Experian has identified the consumer and the Best Address is a new, potentially better address for that consumer.
- V: Experian has identified the consumer and the input address matches the best address Experian has associated with that consumer.

How are the optional input fields used in TrueTrace?

There are a few optional fields available on input that may enhance your results:

- Date of birth: Improves matching ability, particularly with household members that have similar names.
- Social security number: Improves matching ability, when provided in full.
- Phone number: If users select a search that returns phone results, this will dedupe on the input phone number. This means that you will not receive or be billed if Experian® does not have alternate phone numbers for that consumer, other than the one input.

How are NCOA$^{Link®}$ results incorporated in the batch results?

If the NCOA$^{Link®}$ option is selected during implementation, Experian® will include any available NCOA^{Link} results found for the input consumer in a discrete set of columns labeled as NCOA^{Link} results. Experian also uses the NCOA^{Link} as a data source in the TrueTrace product. This

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means that the NCOA-labeled fields will often match the Best Address result. There will be consumers where Experian identifies an address that's more likely to be the current Best Address for the consumer. In this case, the output will include different Best Address and NCOA^{Link} results.

What is a typical percentage of M (new address) results?

Results can vary widely by entity. Several factors that influence new address rate include prior uses of data to update records, quality of input data (such as presence of date of birth) and geographic locality (urban dwellers tend to move more than rural or suburban). An expected range of "M" results is 10%–20%.

What searches are available in the web portal?

Within the web portal, you may see several available searches depending on permissions:
- Best Address: This will return the single best address associated with an input consumer from Experian® data.
- Premier Phone: Returns up to six phone numbers associated with input consumer from Experian data sources.
- Best Address and Premier Phone: This includes both address and phone results.
- Cell Phone Only: This is a phone search that returns only phones of a wireless/cell line type.
- Comprehensive: This search offers a deeper history of contact information, including multiple addresses and all available phone numbers. It also includes names of likely household members. Data is sourced from the credit file only.

What delivery methods are available? Can TrueTrace be integrated into other election contact management systems?

Experian® offers three methods for delivery of TrueTrace: batch files, real-time web portal and real-time web services. Most usage is done in batch due to the ability to quickly process large volumes of records. It may be possible to program connectivity for existing software. If interested in learning more about use of web services, please contact an Experian account executive.

Does TrueTrace return deceased information?

TrueTrace batch doesn't scan for deceased individuals. The Comprehensive search in the web portal will indicate if a consumer is found as deceased on the Social Security Administration's (SSA) DeathMaster file. Experian® offers a complementary batch product that scrubs for deceased individuals found on the SSA DeathMaster file. Please contact an Experian account executive for more information.

Does TrueTrace include latitude/longitude information?

TrueTrace does nott return latitude and longitude coordinates at this time. However, Experian® offers a complementary service that can append coordinates for address results. Please contact an Experian account executive for more information.

LA-SOS-23-1078-A-000017

OSET INSTITUTE

TRUST THE VOTE PROJECT

Wednesday, 23 August 2023

Hon. Kyle Ardoin
Secretary of State   c/o via eMail: admin@sos.la.gov
PO Box 94125
Baton Rouge, LA 70804

Greetings Secretary Ardoin —

I understand you may have recently been told about our project, **PairWise**™, if you were in Washington, DC for meetings in and around the N.A.S.S. conference.

PairWise can provide your office the ability to perform state-to-state voter registration matching, as you may have done through ERIC. PairWise is a highly affordable solution that provides the necessary tool to compare voter lists to any external data source, including lists such as a state's death records, DMV records, another state's voter registration database, federal records, or a commercial vendor's list.

However, there is a *very narrow window in which PairWise can make a difference in the 2024 voter list maintenance*, and we are hoping you will help make that happen by agreeing to pilot PairWise.

PairWise is successor technology to OSET Institute's Verity program, originally intended to upgrade the Kansas Cross-Check Project. Unfortunately, after engineering efforts and a design review session with over a dozen states' officials and staff, the enabling grant was terminated by the Democracy Fund, which mistook Verity as a threat to ERIC. When it became clear recently that ERIC support was fading, we pulled the archived work and re-engineered an update to create the new PairWise solution.

To accelerate development, we need two things: **1**] 3-4 pilot states for 2024, and **2**] minimal one-time development funding. We are asking you to consider being a pilot participant—it will only require your input on how you want to see reports, with some interaction with your I.T. designates to stand-up a PairWise "instance" on the GovCloud. PairWise does not retain any data, and there is no subscription requirement. As an open-source project, you own the PairWise tool. With 17-years of working with elections officials, we well understand that Presidential election years are already very challenging. We are convinced piloting PairWise will *not* add appreciable staff demand, but would likely make voter list maintenance significantly easier.

Since each state's election technology is built within a pre-existing state-specific IT infrastructure, it would be easier to determine what PairWise would offer and require with a short conversation. And we know you're very busy, so we're happy to have that discussion with whomever you wish. We hope we can talk very soon—without committed state partners within a few weeks, we will lose the window to build and conduct a 2024 pilot. A summary of the PairWise solution is attached to this letter.

Respectfully Submitted,

Gregory A. Miller
Chief Operating Officer | 503.703.5150

PairWise™ — Empowering State Election Officials
Voter List Matching & Data Integrity Software — Overview

The TrustTheVote® Project is developing **PairWise** — public (*open-source*) software to empower state election officials to perform voter registration list maintenance with greater efficiency, accuracy, and accountability. PairWise will provide the necessary tool to compare voter lists to any external data source available or desired. PairWise identifies voter registration records that require eligibility verification for a host of reasons such as death, change of residency, or felony conviction or incarceration. The software presents matching data only, empowering election officials to determine next steps to ensure voter roll data hygiene.

The PairWise Approach

PairWise will provide a unique combination of election official controls (*similar to voter records management systems or VRMS*) with extensibility and flexibility. Unlike alternative or legacy approaches, PairWise does <u>not</u> rely on external clearinghouse organizations or data sharing activities, both of which <u>decrease</u> officials' control, and increase cybersecurity risks. PairWise is specifically designed to be run by election officials' designated I.T. operators, without costly modifications to legacy voter registration management systems, or procurement of custom-built software.

This makes PairWise a distinctive departure from conventional approaches in at least five ways.

Control
- PairWise is designed for deployment by Election Official's designated I.T. support in a state-controlled datacenter or GovCloud computing environment.
- PairWise utilizes a state's existing voter data, but requires no modification to existing VRMS, and no involvement of external organizations.
- Extensible list matching functionality comes without loss of control of data.
- PairWise can easily include the ability to produce both privacy-redacted voter list data for voter list publication, and privacy-redacted list-matching output, if publication is desired of voter records flagged for evaluation.

Custodianship
- Election Officials are custodians of voter records. List matching need not shift that responsibility to 3rd parties or new IT systems.
- With PairWise, Officials decide where and when list matching is performed, and with what portion of the full voter database.
- PairWise avoids data retention.
- Official's designated I.T. operators deploy PairWise only as required.
- Officials load PairWise with the voter records' base data, and designate the external datasets for comparison.
- When matching is complete, and the output data and reporting is saved, the input data is deleted, and I.T. staff can suspend or shut-down PairWise until the next desired run.

Security

- Voter list data will never leave the Official's control, and is not persistently stored in any other system or repository.
- PairWise will *never* modify the actual voter list.
- PairWise will only produce lists of flagged voter records.
- Any modifications of the VRMS will be strictly in the control of Election Officials.

Extensibility

- Every state has different voter registration data types, and a different set of external data. Therefore, two key design principles in the PairWise are: **1**] flexibility; and **2**] the ability to easily extend data ingestion and comparison types.
- The PairWise setup process will ingest the format of each state's voter record as the base data format, and then will do the same for each of the state's designated external data sources.
- States are free to choose which external datasets to use for list comparison, and can extend that set of designated sources over time.
- PairWise will support comparisons with other states' voter records by temporarily externalizing one state's data set for input to another state's instance of PairWise.

Transparency

- PairWise will be *public* *technology*; that is, open-source using open data standards.
- PairWise glass-box nature will deliver belief in how it operates to everyone wanting to examine the software or its operation.
- PairWise technology will be freely available to any election administration organization.

PairWise™ has been in research and development for several years in order to provide a powerful comparison engine utilizing the latest in data-matching algorithms, which does *not* require esoteric technologies that may be useful for more complex applications in financial services fraud detection or national security surveillance.

PairWise will be easily deployable without the need for custom developed software, special system integrations, or reliance on external data clearinghouses. This open-source technology will provide simple, verifiable, and reliable data custodianship guarded by best cybersecurity practices and zero data retention.

In light of recent losses of alternative voter list management solutions, the OSET Institute encourages consideration of the TrustTheVote® Project's PairWise™ initiative. It will be freely available, easier to use, and more verifiable, accurate, secure, and transparent than any list matching solution to date.

For More information Contact: Gregory Miller: gmiller@osetinstitute.org
Deborah Scroggin: dscroggin@osetinstitute.org