## PFIF history

Ka-Ping Yee kpy@google.com http://zesty.ca/pfif

## 2001

## WTC attacks

safe.millennium. berkeley.edu

UC Berkeley, NY Hospitals Assoc, NY.COM, Prodigy, Vassar College 2001

WTC attacks

safe.millennium. berkeley.edu

UC Berkeley, NY Hospitals Assoc, NY.COM, Prodigy, Vassar College 2005

Hurricane Katrina

Katrina PeopleFinder Project

Salesforce, Google, Yahoo

**PFIF 1.1** 

name (first+last)

home address (US)

photo

last known location contact info

2001

WTC attacks

safe.millennium. berkeley.edu

UC Berkeley, NY Hospitals Assoc, NY.COM, Prodigy, Vassar College 2005

Hurricane Katrina

Haiti earthquake

Katrina PeopleFinder Google Person

Finder

2010

Salesforce, Google,

Yahoo

Project

Google, CNN, Miami Herald, NY Times,

Natl Lib of Medicine

PFIF 1.1

**PFIF 1.2** 

name (first+last)

name (first+last)

home address (US)

home address (intl)

birthdate, age, sex

photo

photo

last known location contact info

last known location

contact info

status

WTC attacks

safe.millennium. berkeley.edu

UC Berkeley, NY Hospitals Assoc, NY.COM, Prodigy, Vassar College

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Hurricane Katrina

Katrina PeopleFinder Google Person Project

Salesforce, Google, Yahoo

**PFIF 1.1** 

home address (US)

name (first+last)

photo

last known location contact info

2010

Haiti earthquake

Finder

Google, CNN, Miami Herald, NY Times, Natl Lib of Medicine

PFIF 1.2

name (first+last)

home address (intl) birthdate, age, sex photo

last known location contact info status

2011

Tohoku earthquake

Google Person Finder

Google, NHK, NTT, Asahi Broadcasting, Natl Police Agency

**PFIF 1.3** 

name (full+first+last)

home address (intl) birthdate, age, sex photo

last known location contact info status expiry date

2005 Hurricane Katrina	2010 Haiti earthquake	2011 Tohoku earthquake	2012
Katrina PeopleFinder Project	Google Person Finder	Google Person Finder	
Salesforce, Google, Yahoo	Google, CNN, Miami Herald, NY Times, Natl Lib of Medicine	Google, NHK, NTT, Asahi Broadcasting, Natl Police Agency	
PFIF 1.1	PFIF 1.2	PFIF 1.3	PFIF 1.4
name (first+last)	name (first+last)	name (full+first+last)	name (full+given+family) alternate names
home address (US)	home address (intl) birthdate, age, sex	home address (intl) birthdate, age, sex	home address (intl) birthdate, age, sex
photo	photo	photo	photos (multiple) profile URLs
last known location contact info	last known location contact info status	last known location contact info status expiry date	last known location contact info status expiry date