

# 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

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WTC attacks

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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

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UC Berkeley, NY  
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PFIF 1.1

name (first+last)

home address (US)

photo

last known location  
contact info

2010

Haiti earthquake

Google Person  
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

2001

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home address (US)

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contact info

2010

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Google Person  
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

Katrina PeopleFinder Project

Salesforce, Google, Yahoo

PFIF 1.1

name (first+last)

home address (US)

photo

last known location  
contact info

2010

Haiti earthquake

Google Person 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

2012

PFIF 1.4

name (full+given+family)

alternate names

home address (intl)  
birthdate, age, sex

photos (multiple)

profile URLs

last known location  
contact info  
status  
expiry date