

## **The Wall Street Journal via Dow Jones**

Technology Journal: Digits

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### **Married Free Zone**

**It may be getting a little harder for married people to cheat -- at least if they are looking to hook up online.**

Internet dating site True ([www.true.com](http://www.true.com)) plans to announce today that it has expanded beyond conducting just criminal background checks of site participants. Now, the site, which launched in November as "True Beginnings" and recently shortened its name, also checks if its members are really single.

"Single Verification," as True of Dallas calls the new check, is performed by Rapsheets.com, a unit of ChoicePoint Inc., a company that also does criminal-record checks for the dating site. (About 11% of the site's 750,000 visitors have been found to have felony criminal records.)

To check the marital status of someone who signs up for the site, what True calls a "sophisticated algorithm" is used to look at various records, including phone and voter-registration data, looking to see, among other things, whether anyone in a certain age range lives with the person signing up for the True site. If the program can't rule out people living in the same household as married, the site participant is required to clarify the relationship.

Since the checks for singles went into action last week, True says 173 people have come up as possibly married, five of whom were "verified" to be married. Those so verified didn't respond to Rapsheets' request for information, so we canceled their accounts without further incident," the True spokesman said.

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