

# MONITOR YOUR ONLINE REPUTATION BEFORE YOUR PARTNER DOES

Submitted by: 10 Yetis PR and Marketing

Wednesday, 21 January 2009

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More than 70% of Brits admit to checking their partners online activity at least once a month, looking for inappropriate pictures or adult websites they have joined and so it has now become crucial for people to monitor their own online activity; checking what their partner has access to and preventing a letter from their divorce lawyer.

January is commonly known as the month with the highest divorce rate in the UK; perhaps the stress of Christmas was too much or it's simply a case of 'New Year New You'.

Whatever the reason for the increase in divorce rates every January, this month has also seen a huge increase in the amount of people searching for their partner online; looking for pictures of them, searching for new friend updates on social networking sites and making sure they really were where they said they were last night.

A study, commissioned by [www.yasni.co.uk](http://www.yasni.co.uk), the world's biggest online people search engine, found that the internet has led to 54% of people being even more suspicious of their partners and what seemed like an innocent conversation and photograph with an old friend in a nightclub, gets tagged on Facebook and leads to a huge lovers tiff.

The study found that the North West is the least trusting region, with 64% of people checking up on their partners' online activity at least once a month.

Regional results to show percentage of people who keep track of their partner's online activity at least once a month;

- 1) North West – 64%
- 2) Scotland – 56%
- 3) West Midlands – 51%
- 4) South West – 42%
- 5) North East – 33%

The reason for searching for a partner's online activity revealed the most shocking results; 48% of Brits claim they trust their partner but 21% of which admit to being nosey and therefore would check their partner's online activity anyway.

19% of Brits admit their intrusive behaviour is through jealousy. 17% claim they know their partner is up to no good and almost 1 in 10 Brits actually want to find evidence their partner has been playing away so they can boot them out! The remaining Brits claim their online search is simply through curiosity.

In addition, 68% of Brits admit they would check their partner's private emails if they knew the password; 26% of which don't trust their partner and 42% are just nosey.

Steffen Ruehl, CEO and Co-founder of yasni said;

“With such a huge percentage of people checking up on their partner’s online activity, yasni really is a great place for people to monitor their own online reputation. People are able to search for their own name and find out what their suspicious partner will have access to online.

“There really is nowhere to hide on the web anymore; especially now that people are so active online, with social networking sites and forums. People can post pictures or inappropriate comments that, when taken out of context, can lead to serious problems at home.”

\*\*\*ENDS\*\*\*

Images and logo available on request

Further information about yasni.co.uk:

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Note to Editors:

About yasni.co.uk:

yasni is the world’s most popular people search engine with almost 26 million page views each month and approximately 10 million visitors in five countries.

People search , which accounts for nearly one-third of all search queries on the Internet, is one of the largest online markets as more and more people turn to the Web to find information about old friends, co-workers, business partners, job applicants, neighbours, prospective mates and much more.

In just a few seconds, yasni provides a comprehensive overview of people and their associated networks, including contacts, pictures and other publicly available information.

yasni is also the ultimate resource to control one’s online reputation and manage what information is available about them on the Web.