

## muMI5 – PARENTS JOIN SECRET SERVICE

Submitted by: 10 Yetis PR and Marketing

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British parents have turned into D.I.Y private eyes, with 3 in 4 admitting they would consider searching for a potential babysitter online; looking for drunken misdemeanours, expletives or any other incriminating evidence to suggest they may not be the best role model for their children.

Research from the world's biggest people search engine has found that British parents have turned into D.I.Y private eyes, with 3/4 admitting that they would consider searching online for a babysitter or nursery nurse before trusting them with their children.

www.yasni.co.uk found that almost 85% of parents claim that job references do not give a deep enough insight into the person they will be trusting to look after their child; making 64% of British parents too afraid to leave their children with anyone other than a close friend or family member.

With a large number of foreign au pairs and babysitters looking for work in the UK, it becomes geographically impractical to get to know them beforehand and the language barrier makes satisfactory referencing virtually impossible; other than written references and carefully selected images, parents know very little about who they are welcoming into their family home.

www.yasni.co.uk offers parents free online background checks, so they can enter the name of a potential childminder and find any blogs, social networking pages or photographs that relate to them; giving a true representation of that person.

Steffen Ruehl CEO and Co-founder of yasni.co.uk said;

"Parents are inevitably nervous about leaving their children alone with a stranger and job references show very little about what that person is really like.

"Our research has shown that parents don't want to know that the babysitter was very punctual in their previous role...they want to know that they don't swear in every sentence, they don't drink excessive amounts and that they act responsibly and maturely at all times.

"yasni is great for this, as it's like a MI5 tool for parents; they can track what these people are really like and not rely on a small piece of paper and a passport photo to deem them suitable carers for their children."

yasni also offers an Email Alert System; sending users a regular automated update on their babysitters' online activity; this not only gives the parent confidence that their child is safe in the hands of this person but also keeps them informed of anything new that may crop up about that individual.

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

For further information please contact Emma Stockley, 10 Yetis Public Relations Agency on 01452 348 211 or emma@10yetis.co.uk.

## EDITORS NOTES:

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.