



NATIONAL DISTRICT ATTORNEYS ASSOCIATION

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Microsoft and Nation's Prosecutors Join Forces to Fight Human Trafficking, Internet Crimes

ARLINGTON, Va – Microsoft Corporation and the National District Attorneys Association (NDAA) today launched a campaign to highlight online safety, human trafficking and how data is used in the criminal justice system, specifically within prosecutors' offices.

Microsoft, a multinational technology company, has been a major advocate in protecting individuals' digital footprints as well as their online safety. As the largest association of prosecutors in the country, NDAA works to provide prosecutors with training, technical assistance and other resources to protect the rights of the people in their communities and to support a fair and just criminal justice system.

The collaboration between Microsoft and NDAA, which includes more than 5,000 prosecutors across the country, will strengthen the use of data within the criminal justice system. NDAA will enhance the use of deterrence technology in prosecutors' offices to combat human trafficking and aim to reduce the number of victims being preyed upon in communities across the country. This tool for state and local law enforcement and prosecutors raises awareness and promotes innovative technology in the global fight against human trafficking.

"The vast expansion of the use of technology and digital communications in nearly every aspect of our lives has resulted in great convenience for most people – including, unfortunately, criminals," said Jonathan Blodgett, NDAA Board Chairman. "Harnessing the expertise of both Microsoft and prosecutors across the country will make it harder for criminals to prey on innocent people through education and investigative tools and techniques."

NDAA and Microsoft's relationship will allow prosecutors around the country to educate their communities on the dangers of online scams, fraud and other types of abuse, including the targeting of youth and elderly populations, through a multi-pronged public safety and awareness campaign at the national level. Leveraging Microsoft resources, NDAA will incorporate the company's "Digital Civility Challenge" into its work to make the Internet a safer and healthier place for individuals in their daily lives.

"Our own research shows that everyone -- government, law enforcement, technology companies, educators, parents, and young people themselves -- has a role to play in helping to keep individuals and families safe online," said Jacqueline Beauchere, Microsoft's Global Digital Safety Advocate. "Microsoft is pleased to collaborate with NDAA to highlight our extensive set of tools and resources for encouraging safer and more respectful online interactions among people in all communities."

Over the weeks and months ahead, NDAA and Microsoft will continue to collaborate on initiatives and programming to improve the efficiency and effectiveness of the criminal justice system. These efforts will promote justice and fairness in the system overall, while aiming to reduce the number of victims of crime.

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Formed in 1950, NDAA is the oldest and largest national organization representing state and local prosecutors in the country. With more than 5,300 members representing over two thirds of the state and local prosecutors' offices, NDAA is recognized as the leading source of national expertise on the prosecution function and is a valuable resource for the media, academia, government, and community leaders. NDAA's mission is to provide state and local prosecutors with the knowledge, skills, and support they need to ensure that justice is done and that public safety rights are protected.

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