

Dating & Marital Fraud - Scams in India

How Artificial Intelligence is protecting the people

MUMBAI, MAHARASHTRA, INDIA, November 21, 2017 /EINPresswire.com/ -- India is unfortunately the target of fraud, scams and other criminal activities from within its own borders.

Madhava Turumella, Founder and CEO of MySA, identified the need to assist the Indian population in protecting themselves from these terrible, life destroying acts.

MySA stands for My Social Analytics and is the culmination of a decade of development using Artificial Intelligence to create a Social Score for any individual using Social Profile Analytics. Using Social Media, as well as Peer to Peer ratings, MySA's Big Data Trawler is able to establish with great accuracy, the trustworthiness and ultimately intentions of, any individual.

Picture the scene – Young female, 23 years old, is approached through an online dating app for a date. She has never met this man and so has very little idea of his intentions. A quick MySA Score search, which takes less than 60 seconds, will reveal his MySA Score and therefore his overall trustworthiness. Powerful proactive protection!

MySA has applications for social situations, business to business transactions and for human resources departments. In addition, there is a facility to report a person who has acted in an unscrupulous way. Of course, the artificial intelligence and algorithms behind the system provide all the checks and balances necessary to protect against any abuse.

“The power of the system lies in its ability to continually track, it therefore has a score record for an individual that is dynamically updated”, says Mr Turumella.

Mr Turumella, who is well known for his algorithmic prowess, gained prominence when he successfully predicted the outcome of the [2016 US Presidential Election as well as Brexit](#).

Putting the power of Artificial Intelligence into the hands of the people has been the drive for Mr Turumella. This is now a reality with www.mysascore.com. You do not have to be a big organisation to have access to powerful proactive protection data.

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