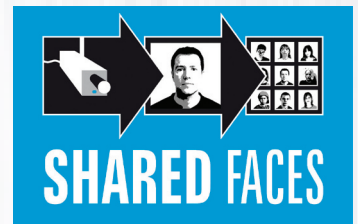


# COMBAT CRIME TOGETHER



Become part of a New Zealand's community security network. Shared Faces is a website community of store-owners supporting each other to combat crime, by uploading images and incident cases to a national database.

Shared Faces has been designed and developed to destroy the anonymity that shoplifters normally enjoy and rely on. It provides a means for members to identify people who have committed the act of shoplifting previously, including common methods and scams before they commit another offence.

Apply to become a member at [www.sharedfaces.co.nz](http://www.sharedfaces.co.nz)



## JOIN

Registered members can login to our site and access the searchable database of recorded incidents 24 hours per day, 7 days per week. Once inside you can view a range of reported retail crime incidents.



## IDENTIFY

Identify people who have committed the act of shoplifting, including photos and descriptions of identified offenders. Then submit your own information for other retailers to access.

## PREVENT

Shoplifters often use common methods and scams before they can commit another offence. We can show you a variety of ways to help prevent and deter shoplifters in a safe and efficient manner.



### PRIVACY ACT 1993

Shared Faces conforms with the requirements of the Privacy Act. The Basic Principles and Statement of Intent for Shared Faces can be found on the website [www.sharedfaces.co.nz](http://www.sharedfaces.co.nz)

Legal advice tendered by  
Chen & Palmer.

## CONTACT

Scott Newland  
0274 778 343  
[scott@sharedfaces.co.nz](mailto:scott@sharedfaces.co.nz)

Leading Solutions  
09 979 5479  
[sales@leadingsolutions.co.nz](mailto:sales@leadingsolutions.co.nz)



## Shared Faces – Is it legal

***Most definitely !!***

***Use of the Shared Faces website for its intended purpose conforms with the requirements of the Privacy Act 1993.***

Before embarking on this venture the owners of Shared Faces spent considerable time, effort and money to seek the very best advice regarding the legality of the business and use of the Shared Faces website. An extensive legal investigation was undertaken by Chen Palmer and Partners – Public Law Specialists – in Wellington. Their legal advice confirmed that the website was legal and in summary noted ....

- ❖ The website enables retailers to protect their property and, in particular, to detect and *deter* potential shoplifters. The database used consists of still photographs of suspected shoplifters taken from CCTV footage or other camera systems. The information is posted by members and accessible only by members.
- ❖ Information on the website is disclosed on a limited basis to retailers who have an interest in reducing theft from their stores and have approved secure access to the website.
- ❖ There are of course contractual obligations and restrictions on access and distribution for those legitimately using the website. These include :-
  - Approval as a member
  - Unique user name and password
  - Use of the website in accordance with the Statement of Purpose (attached)
- ❖ It is accepted and understood that information technology is widely used for legitimate purposes and use of the Shared Faces website for its intended purpose conforms with the requirements of the Privacy Act 1993.
- ❖ Provided members use the website in such a way that it complies with the following basic principles it is legal in every respect.
  - Restrict access to authorised staff on a need to know basis.
  - Address Information Privacy Principles in terms of requirements for collection, disclosure and notification via the “Conditions of Entry” signage provided by Shared Faces.
  - Only post information on the website in specified circumstances.
  - Act consistently with the Statement of Purpose and abide by the Shared Faces Terms and Conditions.

For more information please contact us at [info@sharedfaces.co.nz](mailto:info@sharedfaces.co.nz) or [sales@leadingsolutions.co.nz](mailto:sales@leadingsolutions.co.nz) and start reducing your shoplifting rate TODAY.



## Shared Faces – what you can do

***Shared Faces lets store owners and the security community collaborate online.***

This unique system destroys the anonymity that shoplifters normally enjoy and rely on. It provides the means for members to identify people who have committed the act of shoplifting previously, including common methods and scams, before they can commit another offence.

Using advanced CRUSHER.net Database Management Systems the Shared Faces site has been developed by Unlimited Realities, a company also renowned for their work with Dell and Toyota, to create a fantastic and valuable resource for frontline shop owners and staff to identify and flag potential shoplifters.

Membership entitles you to access the unique searchable database of previous incidents, including photos and descriptions of identified offenders. Members are encouraged to also actively contribute by submitting and sharing new information as it arises.

Membership to this website is open to any retail business or public service sector in New Zealand who has a desire to share information, reduce theft and contribute to an online security community.

If you have been a victim or feel at risk of retail crime then this site is for you.

**Contact either Scott (027 477 8343) or call Leading Solutions (09 979 5479) for more information or sign up on line today at [www.sharedfaces.co.nz](http://www.sharedfaces.co.nz) and start benefiting.**



Attached pages show examples of what can be done on the website once you become a member.



## JOINING and LOGIN

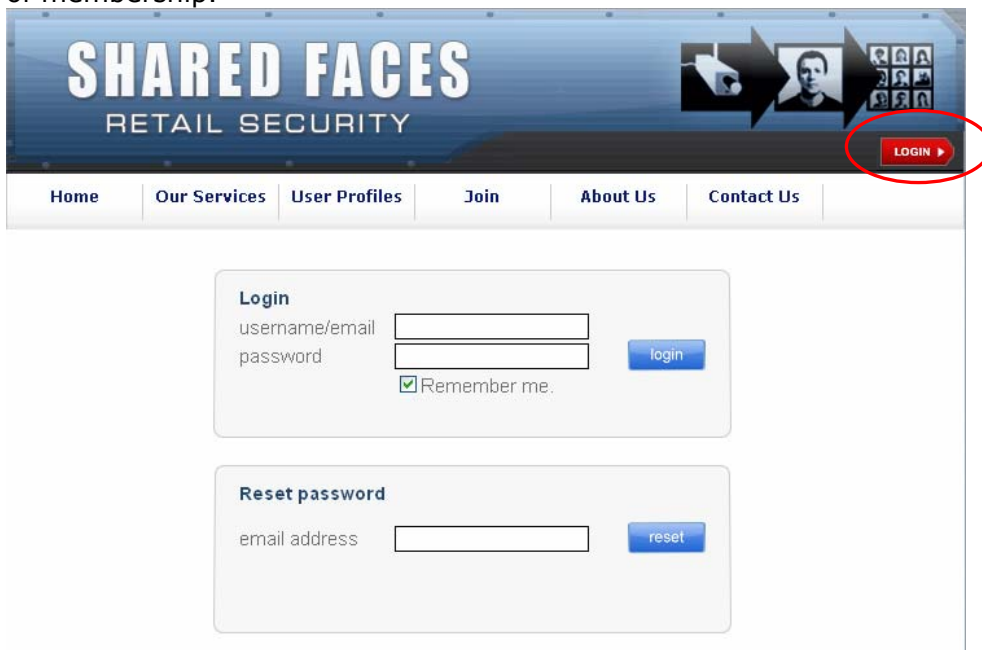
To join on-line simply select **Join Here** from our home page.



Then click the **Apply Here** button and complete the on-line application.



After you have become a member you can **Login** and will have access to the many benefits of membership.



## PERSONAL PROFILE and SETTINGS

After you have become a member and logged in you will have access to your **Profile** page.

Here you will be able to set up your email alerts, by choosing criteria that suits you.

You will be able to manage your own PROFILE, change your password and renew your membership from this page.

The screenshot shows the user interface for 'SHARED FACES RETAIL SECURITY'. The user is logged in as 'EDITOR NEWLAND'. The navigation menu includes Home, Toolkit, Help, About Us, Contact Us, Admin, and Profile (highlighted with a red circle). The 'Profile' section contains fields for 'Street Address' and 'Billing Address'. Below this is a 'My Subscription' banner for a '12 month FULL MEMBERSHIP' that expires on 11/11/2010. At the bottom, there are tabs for Reminders, My Alerts, My Incidents, Invoices, and Profile. A table displays alert details with columns for Name, Area, Store Type, Value, and Created. An 'Add new alert' button is located at the bottom left.

Name	Area	Store Type	Value	Created
<a href="#">View A1</a>	Northland	All	All	
<a href="#">View A2</a>	Auckland	All	100-200	

# SEARCHING

As a member you have full access to the **Incident pages**. You can search and view various incidents.

You can search by a range of criteria including, area, store type, date range and personal characteristics of offenders.

The screenshot shows the 'SHARED FACES RETAIL SECURITY' website interface. At the top, there is a navigation bar with links for Home, Toolkit, Help, About Us, Contact Us, Admin, and Profile. Below this is the 'Incident List' section, which includes a search filter box and a table of incident records.

**Search Filter Box:**

Incidents to Search	Complete Incident List	Area	All
Store Type	All	Date Range	All
Sex	All	Race	N/A
Age	N/A	Height	N/A

[Show Incidents](#)

**Incident List Table:**

Name	Store Type	Incident Id	Licence Plate
[Redacted]	N/A	[Redacted]	[Redacted]
[Redacted]	Grocery / Supermarket	7985	[Redacted]
[Redacted]	Grocery / Supermarket	7983	[Redacted]
[Redacted]	Police or Security	7981	[Redacted]
[Redacted]	Police or Security	7980	[Redacted]
[Redacted]	Hardware / Tools	7979	[Redacted]
[Redacted]	Hardware / Tools	7978	[Redacted]
[Redacted]	Grocery / Supermarket	7977	[Redacted]
[Redacted]	Home and Giftware	7976	[Redacted]
[Redacted]	Grocery / Supermarket	7974	[Redacted]
[Redacted]	Grocery / Supermarket	7972	[Redacted]
[Redacted]	Grocery / Supermarket	7971	[Redacted]
[Redacted]	Police or Security	7968	[Redacted]
[Redacted]	Police or Security	7967	[Redacted]

A grey box highlights the 'Name' column of the table, with the text 'Names available to members' written inside it.

# VIEWING

Once you have found an incident and selected it you can see the complete details and photo. From here you can print the incident report, the offender photo or a complete police report or add comments about the incident. Other members may also comment on an incident you enter.

# SHARED FACES

## RETAIL SECURITY

EDITOR NEWLAND LOGOUT

[Home](#) [Toolkit](#) [Help](#) [About Us](#) [Contact Us](#) [Admin](#) [Profile](#)

**PHOTO ID**

◀ FULL INCIDENT LIST VIEW INCIDENT REPORT CREATE NEW INCIDENT  
PRINT PHOTO ID PRINT POLICE REPORT

Incident ID: 7885  
Name/Alias: ██████████ Store Type: Hardware / Tools  
D.O.B: ██████████ Area: Taranaki  
Property Stolen: 12ft pool  
Value of Goods: \$200-500



**Comments:** This is POI from incident 6798 took pool from foyer to waiting car, driver was ██████████ from incident 5716.these two have been to court ██████████ has been put away and ██████████ is to pay reparation. ██████████ is a focal but ██████████ is from Masterton.Stole from ██████████ next store also.

**Comment Log:**

- 5/07/2010 - Linking Incident: Details in [Incident 6798](#) (08/03/2010, POI, np - New Plymouth) are similar to this incident
- 5/07/2010 - Linking Incident: Details in [Incident 4206](#) (06/05/2009, ██████████ - New

**Add Comment:**