JURUPA VALLEY
California

City of Jurupa Valley
Retail Theft Prevention Check List

Alarm and Surveillance Systems

Does your business have an operational intrusion alarm on during non-business hours

Does your business have an operational surveillance system

> Are the cameras located inside and outside of the business
> Does your store have signs advertising, "Warning, Property under video surveillance"
> Does your store have TV monitors mounted in various locations throughout the store letting customers see that they are under surveillance.
> Does your system have a back-up battery system
> Is the alarm system monitored by a professional company and is the video footage stored for at least 30 days
> Are there enough cameras installed to prevent blind spots
> Does the system have a cellular back up in case the internet and power goes out

Alarm and Surveillance Systems act as a great deterrent and therefore should be visible and advertised. Make it very clear to customers that they are under surveillance.

Lighting

Is your store front is well lit
Is the interior of your business is well lit
Is the parking lot and all exterior sides of the building are well lit
Are interior lights visible and left on during non-business hours?

Keeping all parts of your business well lit deters criminals from selecting you as a target. Making your business unattractive to criminals by being well-lit significantly reduces the risk of victimization.

<u>Visibility</u>

Are your windows clean, clear and unobstructed to help employees monitor the outside environment and allow people on the street to see inside.
Are windows clean and free of posters or signage that block visibility
Do not stack merchandise up against windows

<u>Anti-Theft Devices for Retailers</u>

Are locked display cases used for frequently targeted merchandise like high value items
Are EAS systems used. Electronic Article Surveillance (EAS) systems are attached to merchandise and will activate an alarm if not removed by an employee
Are RFID tags used. Radio Frequency Identification (RFID) tags or Air-Tags can be used to track and find stolen items
Are Bluetooth Padlocks used. Bluetooth-activated Padlocks will lock electronic devices until paid for, making them useless if stolen

<u>Customer service as prevention</u>

Are you training your staff
Greet all customers
  o If possible welcome customers to the store. This lets shoplifters know that they've been acknowledged and seen
Maintaining adequate staffing levels
  o Because a common shoplifting tactic is to work in pairs and distract sales floor staff, it is important to have enough people on the sales floor so thieves will be less likely to steal
Asking customers if they need assistance
  o Asking customers if they need assistance shows potential shoplifters that you are attentive and not passive
Utilizing signage to deter thieves
  o This makes thieves extra aware that the store has taken anti-theft measures. These signs can inform people of installed

cameras, whether the store is part of a local anti-theft group, and that shoplifters can expect to be prosecuted

Training employees
- o Staff should know how to spot scams such as price switching and false returns
- o They should know anti-theft protocols, such as the size of bags allowed in the store
- o Know when to alert police, security, or a manager using "code" and not approaching the suspected shoplifter

Using Inventory Management tools
- o When you know your inventory, you can see what items are being stolen which will allow you to make the necessary adjustments to your security