



2011

Education Awareness on Personal Safety

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About the Report

The National Retail Federation (NRF) and International Council of Shopping Centers created guidelines on personal safety to complement existing retail policies and provide additional training to retail and shopping center associates. Accompanying videos are available and the content of the videos may be duplicated for use within the retail, loss prevention and security communities. The videos may be used in part or whole and are not intended to replace or be used in lieu of company guidelines. NRF and ICSC would like to give special recognition to General Growth Properties and Dunbar Armored, Inc. for their significant contribution and thought leadership on this project.

About the International Council of Shopping Centers

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit www.icsc.org.

About the National Retail Federation

As the world's largest retail trade association and the voice of retail worldwide, NRF represents retailers of all types and sizes, including chain restaurants and industry partners, from the United States and more than 45 countries abroad. Retailers operate more than 3.6 million U.S. establishments that support one in four U.S. jobs – 42 million working Americans. Contributing \$2.5 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's Retail Means Jobs campaign emphasizes the economic importance of retail and encourages policymakers to support a Jobs, Innovation and Consumer Value Agenda aimed at boosting economic growth and job creation. www.nrf.com

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Introduction

The shopping center is the heart of thousands of communities across the nation. It's a place where people of all ages gather to shop, dine, and be entertained. Shopping centers are an important economic force as they contribute \$2.5 trillion to annual GDP and employ over 42 million Americans.

The shopping center industry takes its responsibility of providing a safe and comfortable environment in which to shop and work seriously. While security professionals work hard to ensure that centers are crime-free there are many simple practices and procedures customers, associates and service providers can perform to maintain a safe environment including:

- Use common sense
- Be observant
- If you see something, say something

This report and accompanying personal safety video are intended to complement existing guidelines and policies retailers have in place. They are not intended to be used in lieu of existing policies but may be utilized when creating or amending a company's safety guidelines.

Arriving at the Shopping Center – Parking Lot

Maintaining a safe work and shopping environment starts at the parking lot. It is important to remember these key principals when parking a vehicle: Lock. Take. Hide. When parking your vehicle, take note of your surroundings, and be aware of how you leave your vehicle. Hide any valuables you intend to leave behind (e.g. GPS device, mobile phones, electronic devices, hand bags or anything that has a perceived value) prior to entering the center.

Entering the Shopping Center or Store

When associates and consumers arrive and walk into the shopping center it is important to be aware of your surroundings. This could be a vulnerable time because not many witnesses are around. When associates are arriving in the morning for work, there may be a tendency to be distracted either eating, talking, texting or listening to music. These activities may be distracting from what's going on in the vicinity.

Mobile phones and electronic devices shouldn't be used in a manner which jeopardizes the security of personal information or compromises one's safety. It's important to have heightened awareness in situations that require your undivided attention. For example, the use of ear buds limits the ability to hear people that might be approaching from behind and can significantly reduce situational awareness. Any time a mobile phone is used in a public environment, the contents of the conversation are ripe for being overheard. It is not appropriate to discuss confidential personal or business related information in public spaces as the information could be compromised. Waiting until you are in private setting helps ensure your personal safety.

Opening Procedures

Opening hours are a vulnerable time, since stores and shopping centers are not yet fully staffed. During these times associates need to take proper precautions. When opening the store it is advisable to lock the door behind you until more associates arrive or until it is the official opening time. It is important not to let anyone 'tailgate' you when you first walk into the store and only allow authorized people into the location. However, be sure to follow your company's or the shopping center's policy.

Disposing of Trash ("Trash Run")

During store operating hours, there are several tasks associates are required to conduct. Disposing of trash is an essential procedure to maintain a store. When making a trash run, close and lock the door behind you but remember to take your keys to regain easy access back into the store or shopping center. If possible, it is advisable for two people to take out the trash. Lastly, if you observe something suspicious while taking out the trash, be sure to contact mall security or the local police department.

Offsite Bank Deposit by Store Associates

Some retailers require associates to take deposits to the bank while others utilize armored car companies. While associates should always follow the company's policy on how to carry and secure deposits, here are some general guidelines on successfully delivering deposits:

- Do not announce in the store where you are going or that you have the bank deposit.
- Go straight to the bank. Do not run any errands.
- Be aware of your surroundings at all times and know ahead of time where your car is parked so you can proceed directly to it.

- Conceal or disguise the deposit as directed by your corporate policy.
- Vary the routine when taking the deposit to the bank. (e.g. leave at different times, walk out of different entrances, take a different route to the bank)

In-store Armored Car Pick-up/Drop Off

Some retailers employ the services of armored car companies to transport the bank deposit or bring change to the store. Associates should be trained and prepared for the armored car pick-up so the transaction can be handled as quickly and efficiently as possible to minimize the amount of time that the armored car delivery person is in the facility. Here are a few easy tips to minimize exposure/risk:

- Be prepared with the deposit.
- The proper people should be available to sign the receipt.
- Check the I.D. cards of armored car personnel prior to engaging them with any business. Follow all agreed upon identification and receipting procedures as well as any extra precautions dictated by your company's policy.

You may alert mall security of the drop off/pick-up however mall security, law enforcement, loss prevention or other security agents should NOT escort armored car personnel side-by-side through the mall. If the mall or a retailer would like to provide extra coverage, have them escort the guards 20-30 feet behind them to serve as a presence or a lookout. Having the both walking side-by-side exposes two people rather than just one.

Closing Procedures

Closing hours are a vulnerable time because there are usually fewer people around and may be dark outside however there are precautions that can be made for added safety of associates. When associates leave the store it's best to leave in groups if possible. Some retailers recommend that their employees all park in a similar area so associates can leave together and are able to get to their cars within a short walking distance from each other. Remember, there is safety in numbers.

If associates have to leave alone, mall security may be able to escort you to your car. If you know you're working the closing shift, park in the best lit parking spaces on the property. Prior to leaving the shopping center or store, have your keys out and ready to enter your car quickly. And, as always, if you notice a suspicious person or vehicle, contact mall security or notify the police if is appropriate.

Conclusion

The shopping center and retail industries go to great lengths and take pride in providing a safe and secure environment for customers and associates. Using the procedures detailed in this report and the accompanying videos provide common sense precautions that can help you prevent crime in your store or shopping center. We encourage all of you to do your part to make the shopping centers a safe place.

Be vigilant, be cautious and remember:

The most important thing to retailers and shopping centers is

the safety of customers and employees.



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