



'TRACE' Project

The Project

Crimes that involve break-ins and personal property theft continue to rise in Canada. To help homeowners fight back Home Hardware and the Ontario Association of Chiefs of Police have joined forces to introduce an exciting new tool to aid in theft prevention, the recovery of stolen goods and criminal convictions.

The TRACE™ organization is built around the marking and locating of personal assets. Using a simple tool – the TRACE™ pen – homeowners can invisibly mark and then easily register their valuables online in a secure centralized database.

Home Hardware, the OACP and TRACE™ are launching a local communication and information campaign to inform the public, pawn shops and second-hand stores how TRACE™ technology works and the role each one plays in combating this growing issue in Canada.

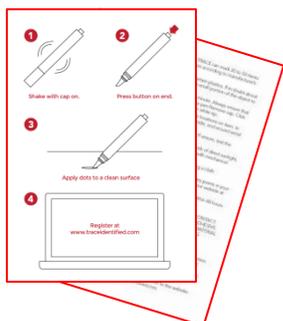
Product

1. The TRACE™ pen is an application device filled with 1,000s' of tiny plastic discs suspended in a phosphorus adhesive (visible with a black light) that is difficult to remove and hard to find.
2. Each tiny disc, about the size of a grain of sand is laser-etched with a unique PIN (Personal Identification Number) that can be linked to the property owner through the TRACE™ Identification Network. Essentially creating DNA for the user's property
3. Property owners can mark roughly 50 items per TRACE™ pen.

Packaging

Each Shrink-wrapped box contains the following in both official languages;

1. A TRACE™ pen
2. A 4 step visual application and registration instructions guide with complete details including Precautions and First Aid information found on the reversed side
3. 2 warning labels endorsed by the OACP to be placed on door and/or front window of TRACE™ identified residence or place of business





Secure Canadian Registration Database

TRACE™ Identification Network www.traceidentified.com

The information found on the home page provides the reader with a quick understanding of what the product is and how it works. The video placed on the homepage will inform the viewer as to how the TRACE™ pen will assist in the fight against property theft in Canada.



Security of the TRACE™ Identification Database and Website

The TRACE™identified.com website has been designed from the ground up with data security in mind. The following features describe just some of the measures in place to protect user information:

1. The TRACE™identified.com site has been designed using industry accepted best practices surrounding security and data protection.
2. Communications between users and the server are encrypted using 2048 bit SSL technology.
3. User passwords within the database employ one-way encryption so even if revealed, they would not be usable by hackers.
4. The on-line store uses external commercial banking services to process credit card orders and user's credit card information is not stored within the TRACE™identified.com database.
5. The TRACE™identified.com website is hosted at a secure hosting facility that has been audited and certified at the CSAE 3416 Type 2 security level.



Registration

As TRACE™ Identification Network adheres to the highest level of security it's a constant effort to maximize the user's website security and while at the same time minimize the time required s to register the user's personal information. This balance is achieved with an average initial registration time of less than 3 minutes.

TRACE™ Login (Customer Login)

From the TRACE™ Login the user can manage the TRACE™ PIN's assigned to your account, update your account profile, and manage the list of personal property that you have identified with TRACE™ products.

Adding personal property to the user's PIN through a smart phone or tablet requires little time with the property description and photo uploaded in minutes.

Should the user dispose of an asset the user simply marks the item as such or deletes it from their personal inventory.

In the event that an asset is lost or stolen the user can change the status of the asset under inventory management which then allows Law Enforcement and Used Property Retailer to be on the lookout for the TRACE™ identified property.

The User can attach multiple Pens to his/her account or define separate accounts for different locations such as Home, Cottage or Business.

										Add	Edit	Print	Delete
#	Trace™ PIN	Item	Make	Model	Serial Number	Class List	Status	Last Modified	Image				
<input checked="" type="radio"/>	1212323243	Watch	Mont Blanc	Time Walker	MB123C3254	Clothing and Apparel	Current Possession	03/10/2014					
<input type="radio"/>	1212323243	Power Saw	Black & Decker	180 mm		Equipment	Current Possession	03/10/2014					
<input type="radio"/>	1212323243	Cordless Drill	DeWalt	DCD710		Equipment	Current Possession	03/10/2014					
<input type="radio"/>	1212323243	DeWalt Power Drill	DeWalt	DWD110		Equipment	Current Possession	03/10/2014					
<input type="radio"/>	1212323243	Laptop	Dell		12323435	Computers	Current Possession	12/17/2013					
<input type="radio"/>	1212323243	iPhone	Apple	4s	123453455	Computers	Current Possession	12/17/2013					

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Police Login

After successfully registering onto the website, Police Services users across Canada will have complete access to all data found within. In the event stolen property mark with TRACE™ is located the true owner of the property can be identified.



Second-hand Stores and Pawn Shops

TRACE™ in accordance with the OACP across Ontario has developed a local communication and information campaign that informs the public, pawn shops and second hand stores as to how they can be active participants in theft prevention, theft detection and theft conviction.

Second-hand stores and Pawn Shops in support of this initiative will be provided with signage and detection equipment that will elevate their standings in the community and a true market advantage in providing peace of mind for their customers.

Participating Retailer Will:



1. how your support for the program by prominently displaying the “WE Support Crime Prevention” window static at or near the entrance to their place of business.
2. Check for the phosphorous elements of TRACE™ on all incoming items that they are interested in purchasing for sale with the Black Light provided.
3. Should elements of the TRACE™™ be present travel to the Lost and Found page at TRACE™identified.com to see if the TRACE™ marked item has been reported lost.
 - a. If the item **is not reported lost** they can proceed with the transaction. Upon completion of the transaction please ask the seller to update their TRACE™ Asset Registry reflecting the change of ownership as soon as possible.
 - b. If the item **is reported lost** inform the customer that it is company policy not to purchase TRACE™ lost reported items unless the seller can provide proof of purchase or the seller removes the item in question from the Lost and Found listing.

