“DATATAG STOPS THEFT”

The World of DATATAG™ Identification

DATATAG SECURITY
Successes in Reducing Theft

Since being introduced in 1992, Datatag has recorded many significant successes in theft reduction. It has assisted in dramatically reducing the amount of stolen property in many markets including Motorcycles, Plant and Machinery, Cycles and Personal Watercraft or “Jet Ski’s”.

An independent survey* conducted by the Motorcycle Industry Association (MCIA) declared that without Datatag fitted, a motorcycle is more than twice as likely to be stolen.

Datatag is supported and recommended by many insurers, authorities and organisations and governing bodies including the Personal Watercraft Partnership (PWP), Auto Cycle Union (ACU), Royal Yachting Association (RYA) and British Marine Federation (BMF).

As well as successfully deterring theft, Datatag has made a huge investment developing a unique secure database and is only one of a few companies to be accredited to the highest of standards in database security, including extensive disaster recovery protocols which is now preferred by Police forces especially in the UK.

Datatag is a “Secured by Design” company which has been accredited by NPCC (National Police Chiefs Council) backed by the Home Office.

MASTER Scheme

Approximately 26,000 motorcyles are stolen each year in the UK and the majority of them are less than 3 years old, often stripped and rebuilt around genuine frames. This results in low recovery rates with Police unable to prove ownership beyond doubt.

In 2012, for the first time, the motorcycle industry united behind one official security and registration scheme - The MASTER Security Scheme. Supported by major manufacturers with others expected to follow the chosen technology delivery partner is Datatag.

www.masterscheme.org

CESAR Scheme

Since May 2006, Datatag has been the delivery partner for the Official CESAR Scheme.

Promoted by the Construction Equipment Association (CEA) and supported by the Agricultural Engineers Association (AEA) the Construction & Agricultural Equipment Security and Registration Scheme is powered by Datatag ID technology and accredited and supported by a wide range of organisations.

www.cesarscheme.org
### Datatag Technology

Datatag systems can include the following state of the art technology:

#### Visible Technology Layer

<table>
<thead>
<tr>
<th>Technology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Adhesive Tag</td>
<td>This flexible transponder contains a unique code, permanently programmed into its' integrated circuit, which cannot be altered or deleted and is impervious to either electronic or magnetic attack.</td>
</tr>
<tr>
<td>Chemical Etched Numbers</td>
<td>Stencils are used to permanently etch a unique number into glass and plastic parts.</td>
</tr>
<tr>
<td>Warning Decal</td>
<td>Specially designed, these tamper evident attractive decals warn off potential thieves.</td>
</tr>
<tr>
<td>Ultra Destruct Visible ID Labels</td>
<td>Laser engraved, these labels are impossible to remove in one piece.</td>
</tr>
<tr>
<td>Visible ID Numbers</td>
<td>These can be used in many markets but are usually applied to the hull of personal watercraft or boats making identification easy and fast for any authority or coastguard.</td>
</tr>
<tr>
<td>Mini Triangle</td>
<td>These eye catching warning triangles, containing a transponder, have been designed as a highly visible warning that Datatag is fitted and are mainly used in the plant and ATV markets.</td>
</tr>
<tr>
<td>High Quality Ultra Destruct Labels</td>
<td>These unique tamper evident warning labels feature a unique stealth UV etched number - permanent even if the label is damaged or removed.</td>
</tr>
<tr>
<td>Ultimate TE Label</td>
<td>Specially designed, these tamper evident labels contain a unique identification number and QR code. Attractive and impossible to remove without damage they warn off potential thieves.</td>
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<tr>
<td>Visible ID Numbers</td>
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#### Microscopic Technology Layer

**Datadots®** - These superior microdots, developed for ease of use, can be applied to any surface making it virtually impossible for criminals to locate and remove them all.

#### Forensic Technology Layer

**Datatag DNA**

Each piece of plant or machinery can be protected with an invisible, and unique, DNA code which can be supplied in a paint, lacquer, glue, liquid, powder, grease, oil and spray system.

#### Invisible Technology Layer

<table>
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<tr>
<td>Glass Tag</td>
<td>Roughly the size of a grain of rice, this easily installed transponder contains a unique code number programmed into its’ integrated circuit which cannot be altered or deleted.</td>
</tr>
<tr>
<td>Button Tag</td>
<td>About the size of an aspirin and one of our most robust, this transponder is commonly used in harsh environments.</td>
</tr>
<tr>
<td>UV Etching</td>
<td>Unique invisible UV etching, which won’t visibly mark your paintwork, forms a major element of the risk deterrent and subsequent identification.</td>
</tr>
</tbody>
</table>
Q: What’s the perfect crime?
A: When a thief gets away with it.

Theft is a sad fact of life and often it’s difficult for Police to identify stolen or suspicious property, simply because serial numbers and visible identifying marks have been removed. This makes it impossible for the Police to prove theft or return the property to its rightful keeper. In such cases, often, the thief gets away with the crime and in some cases even keeps the goods! Adopting Datatag’s multi layered approach to identification marking not only decreases the chance your property will be stolen in the first place but also increases the likelihood that upon successful recovery it can be identified and returned to you.

Why Datatag?

Datatag was developed specifically to combat the issue of identity removal and act as a powerful theft deterrent using “state-of-the-art” technologies. Designed to be virtually impossible to remove or deface the Datatag systems are probably the most sophisticated security marking systems ever developed in the fight to beat the criminals.

At their heart is Datatag’s layered approach. Using a mix of Datatag technologies - stealth UV etching, tamper evident warning labels, RFID transponders, Datadots and forensic DNA identification can be established with 100% accuracy. Removal of all identifiable markers is virtually impossible and this fact makes the property, of whatever kind, “too risky” for criminals.
Frequently Asked Questions

Do the transponders ever wear out or need servicing?
No, with no batteries or other service parts they’ll last for decades.

Who has scanners to read the Datatag transponders?
Datatag has supplied thousands of scanners to Police Forces and other official bodies, typically to specialist stolen vehicle officers or other similar specialist officers.

What happens to the data you hold on the database about my property?
The data held on Datatag’s secure database is for Police and Official use only. The only exception to this is for non-personalised asset data, which may be subject to future provenance checks.

Can I add additional transponders or other Datatag technology to my property or vehicle?
Yes, replacement parts are available to purchase directly from Datatag. Simply call Datatag Monday - Friday, 9am - 5pm on 01784 778310.

What happens if I sell my property?
Datatag membership is transferable - for a small re-registration fee a new keeper can have their name and address added to the secure Datatag database.

What happens if my property is stolen?
Please advise the Police immediately, then contact Datatag quoting your membership number and the crime report number the Police have given you, and we will flag a warning against your vehicle on our database.
Datatag Approved Dealer Network
Datatag has a UK network of approved dealers who can supply and install the full range of Datatag, MASTER and CESAR Systems.
For local dealers visit www.datatag.co.uk/dealers.php or buy online at: www.datatag.co.uk/shop.php

Datatag Police & Insurance Training Courses
We have a range of advanced vehicle and plant training courses to aid in the professional development of law enforcement personnel including:
• IMI Award In Plant & Agricultural Machinery Theft Awareness and Identification
• IMI Award In Vehicle Forensic Recovery
• IMI Award In Vehicle Identification
Further information available online at: www.datatag.co.uk/training.php

Datatag / CESAR Provenance Checks
A new service providing equipment provenance check at the click of a mouse. Automotive-style equipment provenance checks are available using a new on-line service launched by Datatag in conjunction with HPI, a pioneer and market leader in vehicle history checks. The new Datatag / CESAR branded provenance check provides a new level of assurance whenever used construction or agricultural machinery is bought or sold.
Further information available online at: www.datatag.co.uk/provenance/