



What is the RCC Loss Prevention (LP) DataShare?

- A secure national database for the collection, analysis, and dissemination of aggregated incident data for serious incidents including retail organized crime, burglaries, and break and enters.

Why RCC Loss Prevention DataShare Works?

- It is a collaborative effort amongst retailers of all sizes contributing their critical incidents into one central system, working together to fight back against criminals that steal from our stores.
- It is designed by loss prevention, for loss prevention - Operation of and enhancements to the RCC LP DataShare is driven by a Steering Committee that is comprised of loss prevention professionals from across the industry who are interacting and using this resource.
- Data is aggregated in real time, giving participants access to incidents as they are reported.
- It is a tool that offers proprietary investigation and analytics capabilities, reports, and trends.
- It has customizable real-time e-mail alerts and incident queries that can be suited to each individual user.

How does a retailer benefit from the RCC Loss Prevention DataShare?

- Protects profitability and minimizes liability.
- Offers real-time member-defined alerts.
- Tracks incidents regardless of geographic location.
- Benchmarks against other industry members.
- Enhances your security/LP strategy.
- Helps you make inform decisions regarding resource allocation and purchasing.
- Helps you prepare staff with training and heighten awareness.
- Enhances communication with law enforcement and key stakeholders.
- Provide a proactive analysis for increased brand protection.

How does the RCC Loss Prevention DataShare capture data?

- Data can be directly entered into the system using a Web browser interface.
- Companies can input large quantities of cases information using system import tools.

- APISLite, APIS, or other such case management programs can export case data through an auto-feed into the system via Excel (.csv), tab delimited files, or the XML API Web service.

I don't have a very large staff to enter incidents, is there a way for my stores to enter data without costing a fortune?

- The RCC LP DataShare can provide your organization with a “blind-entry” web-form that your stores can access outside of the application to report incidents directly to the DataShare. This means no user ID or password to manage, yet the process facilitates your ability to capture events in to the application. This reduces the amount of email or word document files in your inbox or duplicate entry for capturing stats and trends.
- Reserve your standard user log on ID's for staff that actually need to access the application in order to perform searches, run analysis reports, generate alerts/notifications, or use other RCC LP DataShare functionality (reports and stats can always be extracted and shared afterward).

Where is the RCC Loss Prevention DataShare located?

- The RCC LP DataShare is hosted on secure servers within a secure hosted facility located in Toronto, Ontario.
- The managed hosting facility offers comprehensive, layered security including both physical and digital controls to prevent unauthorized access to data.
- In addition, the hosting facility maintains the following certifications: SAS70, PCI, and ISO27001.

What about privacy?

- The data model being used in the RCC LP DataShare has been designed with privacy laws in mind. No personal or payment card information is ever recorded, and the location of an incident is identified with only the first 3 characters of the location's postal code to preserve the identity of the retailer.
- Records are displayed anonymously and no record ownership information is shared within the DataShare. Reviewing an incident may indicate that an event happened at a “Big Box, Discount Retailer” but not specifically note which retailer.

If the data is displayed anonymously, how do I connect with and collaborate with other RCC LP DataShare members?

With our collaboration tools, a member can send and receive messages to the owner of a record anonymously. The identity of the record owner is not revealed within the RCC LP DataShare and the message comes from a “masked” user id, this means it is left up to each individual user to decide to identify them self. When messages are sent regarding a particular incident the

corporate contact identified for that retailer account will receive an e-mail providing them the opportunity to respond should they choose.

What are the dashboard features like?

- Each member can configure their dashboard by selecting the reports they would like to display from the large list of available data and graphical analysis reports.
- Other features include an Alert Centre for current alerts and notifications, a task manager, and a scrolling RSS feed from various news and law enforcement related web feeds.

What type of reports will I see?

- The RCC LP DataShare offers a variety of report types, including Bar Charts, Column charts, Stacked Charts, Pie Charts, Grid Charts, and Trends charts just to mention a few.
- There is also a variety of map reports that highlight areas of theft and loss across the country.

What specific mapping features does the RCC Loss Prevention DataShare have?

- All locations are defined by the first 3 digits of a postal code.
- Displays data using a “cluster” feature lumps together activity within an area and also has the ability to drill down into the details of a specific area (e.g. Country view vs. City view).
- Search for incidents that have occurred within “X” kilometres around a location.
- A “play back” feature that plots incidents on the map in chronological order to identify patterns in activity or routes criminals may be taking.
- Scroll over ability that will display pop-up detail about the events.

Can I search the RCC Loss Prevention DataShare?

- There is a four step customizable search utility:
 - Step 1: Select the location, radius around a location, a province, or all locations.
 - Step 2: Select from a combination of the available incident details.
 - Step 3: Select how you would like to present your data (table, map, export).
 - Step 4: Run the search.

Can I export reports out of the RCC Loss Prevention DataShare?

- Most reports and searches are available for export through a tab delimited and Excel CSV format.

How do the Alerts & Notifications work?

- Alerts are user-defined and can be set to send alerts to members based on several parameters including activity by geographic region and incident type as well as thresholds by dollar amount.
- A member creates an alert by selecting from various search criteria then assigns a name and time interval for the alert. The system will scan all events as they are reported and when alert criteria is met, an alert is sent by e-mail to the members assigned e-mail address and posts to the Alert Centre on the member's dashboard.

How do I get my company involved and join the RCC Loss Prevention DataShare?

If you would like to get involved in the RCC Loss Prevention DataShare, please contact RCC Support at support@retailcouncil.org .