



# "DATATAG STOPS THEFT"



*The Art of Identification*





# DATATAG SYSTEMS

## Datatag World of Identification

Datatag have developed special systems for the following markets:

- Agricultural Equipment
- Arts & Antiques
- ATV / Quads MC's
- Bicycles
- Caravans / Motorhomes
- Classic Cars
- Commercial Property
- Construction Plant Equipment
- Councils & Schools
- Equestrian including Saddles
- 4x4 Vehicles
- Gas Boilers
- Golf Equipment
- Karts
- Hand Tools & Small Equipment
- Home Property
- IT Equipment
- Marine and Outboard Motors
- Motorcycles
- Motor Vehicles
- Personal Watercraft
- Racing / Competition Vehicles
- Scooters
- Trailers

## Frequently Asked Questions

### Do the transponders ever wear out or need servicing?

No, the transponders contain no batteries or other service parts and will last for many decades.

### Who has scanners to read the Datatag transponders?

Datatag supply scanners **free of charge** to Police Forces and other official bodies on demand. Thousands of scanners have now been issued and we continue to supply these.

### 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 asset data, not personal, 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 ID Ltd. Simply call Datatag Monday - Friday, 9am- 5pm on 08 450 700 440.

### What happens if I sell my property?

The Datatag membership is transferable, and for a small re-registration fee, the 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.



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# “DATATAG STOPS THEFT”

## Q: What's the perfect crime?

## A: When a thief gets away with it

Today, theft is a sad fact of life. Often it's difficult for Police to identify stolen or suspicious property, simply because serial numbers and visible identifying marks have been removed with ease by criminals, making it impossible for the Police to prove theft or return the property to its rightful keeper. In such cases where identification is difficult or impossible, usually the thief gets away with the crime and unbelievably can even keep the goods!

Datatag was designed specifically to combat this problem and act as a theft deterrent using “state-of-the-art” identification technologies, designed to be virtually impossible to remove or deface. The Datatag systems are probably the most sophisticated security marking systems ever developed to help fight crime and defeat criminals.

At the heart of our systems are uniquely coded microchip transponders or “tags” which are designed to be permanently fixed or hidden within the protected property. These robust tags require no power or batteries and because they are so small can be virtually impossible to find and remove once installed, making all kinds of property “too risky for the criminals to steal”. Each tag has been permanently programmed with a unique number and this important data is securely stored on Datatag's accredited database along with the current keeper and property details.

The Datatag Scanners are the final element in Datatag's arsenal. Specifically programmed to read Datatag transponders 'tags', Datatag has invested heavily, arming UK Police Forces with thousands of scanners as the ultimate weapon to beat the thieves.



Datatag ID Ltd

For further information contact 08 450 700 440 | [www.datatag.co.uk](http://www.datatag.co.uk)

## Datatag Technology

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

### Invisible Technology



**Glass Tag** - This transponder is roughly the size of a grain of rice and can be easily installed. It contains a unique code number which is permanently programmed into it's integrated circuit. The number cannot be altered or deleted.



**Button Tag** - This transponder is about the size of an aspirin and is one of our most robust transponders and is commonly used in harsh environments.

### Visible Technology



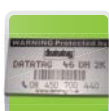
**Self-Adhesive Tag**  
This flexible self-adhesive transponder contains a unique code number which is permanently programmed into its integrated circuit. The number cannot be altered or deleted and is impervious to attack by electric shock & magnetic waves.



**Warning Decal**  
These specially designed Datatag resin domed decals warn off any potential thieves and are both attractive and impossible to remove without damage



**Visible ID Numbers**  
These visible ID numbers can be used in many markets but are usually applied to the hull of personal watercraft and boats to make your vessel easy and fast for any authority or coastguard to identify.



**High Quality Ultra Destruct Labels**  
These unique tamper evident asset management, ultra destruct warning labels can be used in many markets and feature a unique number which uses stealth UV etching. This unique number is permanently etched even if the label is damaged or removed.



**Chemical Etched Numbers**  
These stencils are used to permanently etch a unique number into glass and plastic parts.



**Ultra Destruct Visible ID Labels**  
These labels are laser engraved and are impossible to remove in one piece.



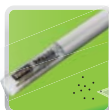
**Mini Triangle**  
This eye catching warning triangle is used mainly in the plant and ATV markets. It contains a transponder and has been designed to be used as a high profile visible warning that Datatag is fitted.



**UV Etching**  
The unique invisible UV etching system form a major part of the risk deterrent and subsequent identification.

This invisible UV etching won't visibly mark your paintwork!

### Microscopic Technology



**Datadots®** - A superior microdot identification system developed for ease of use. The Datadots can be applied to any surface, thus making it virtually impossible for the criminals to locate and remove them all.



### Forensic Technology



**Datatag DNA**  
Is a unique chemical DNA solution. Each piece of plant or machinery will be protected with an invisible unique DNA code. Criminals will have to be confident they have removed every molecule of Datatag DNA. Datatag can supply this state-of-the-art DNA technology in paint, lacquer, glue, liquid, powder, grease, oil and a spray system.

## Successes in Reducing Theft

Since it's introduction in 1992, Datatag has assisted in dramatically reducing the amount of stolen property including Motorcycles and Personal Watercraft or “Jet Ski's” etc. In fact Datatag has a 100% successful prosecution rate because the UK Crown Prosecution Service or CPS has never lost a case when Datatag has been used as evidence in a court of law.

An independent survey and summary conducted by the Motorcycle Industry Association (MCIA) declared that if you have not fitted Datatag, your bike is over twice as likely to be stolen. (Based on the survey “The effectiveness of After market security marking systems”).

Datatag is supported and recommended by many Insurers, authorities, organizations, including the Musicians Union, and governing bodies including the Personal Watercraft Partnership (PWP), Auto Cycle Union (ACU), Royal Yachting association (RYA), British Schoolboy Motorcross Association (BSMA), British Marine Industry Federation (BMIF), and the governing body for F1 Powerboats, the UIM.

As well as successfully deterring theft, Datatag has made a huge investment developing a unique secure database and are 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 ACPO CPI Ltd (Association of Chief Police Officers) backed by the Home Office.

### NEWS

#### Datatag: Effective Theft Deterrent

One of the keys to the success of Datatag is volume marking. The BPS has seen steady growth in Datatag marked bikes over the last six years and now, in 2011, over half of all bikes on Bermuda are protected and registered with Datatag. **As a result not only has motorcycle & scooter crime on Bermuda fallen by 20% since its introduction but current crime statistics show that over twice as many unmarked bikes are stolen than ones that are protected by Datatag.**

## CESAR Success

Since May 2006, Datatag have been the delivery partner for the official CESAR Scheme. The Construction & Agricultural Equipment Security and Registration Scheme is promoted by the Construction Equipment Association (CEA) and supported by the Agricultural Engineers Association (AEA), powered by Datatag ID technology and accredited and supported by a wide range of organisations.



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# The Art of Identification

## Datatag Approved Dealer Network

We have a UK network of approved dealers who can supply and install the full range of Datatag and CESAR Systems. Please contact us or visit our website to find your local dealer.



Secured by Design



Official Police Security Initiative  
[www.securedbydesign.com](http://www.securedbydesign.com)

Thatcham<sup>TM</sup>  
**Quality Assured**

Whole of Vehicle Marking

Thatcham Accreditation is the  
certification mark of Thatcham MRPC



Datatag Certificate No. 665a/01  
Certified to LPS 1224 Issue 2



Assessed to ISO 9001  
LPCB ref. no. 665



Official Sponsor



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