



Long Beach Police Department



PERSONAL SAFETY WHILE SHOPPING

While shopping, most of us pay more attention to shopping and less attention to what is going on around us. As a result, we become more vulnerable to theft and other crimes.

Please take a minute and read these guidelines to help make your shopping experience safe.

Tips to reduce criminal opportunity:

- Always lock your car, place packages in your trunk and out of view
- Remove valuables such as cellular phones, stereos and sports equipment
- Use a steering wheel lock, brake lock or car alarm
- Many crimes occur in parking lots, stay alert!
- Wait for transportation in well-lighted areas
- Shop with others when able. It makes for a more enjoyable experience!
- Never let your children out of your sight when shopping
- Avoid carrying a large amount of cash
- Use ATM's in the day time, once you have your cash, leave quickly
- Do not overload yourself with packages
- Have your car keys in your hand when you leave the store
- Notify issuers at once if your credit card is lost or stolen
- Long cell phone conversations make you vulnerable, avoid them
- **Be alert and aware!** Knowing your surroundings is the first step to being secure. If someone makes you feel uncomfortable, move in the direction of witnesses. Slow down! Hurrying causes a narrow focus and a reduction in alertness to your surroundings.
- **Display Confidence.** Walk with purpose, scan the area around you and make casual eye contact with others to display confidence. This reduces your chances of being targeted by criminals.
- **Trust your instincts.** If you have an intuitive feeling something is wrong, trust your instincts. React immediately and take action to reduce your risk. Many individuals suppress these feelings because they fear their response will offend someone. React to your instincts. If someone approaches you and you feel uncomfortable, move or ask for assistance.
- **Ask for help.** If you feel vulnerable, ask security or store personnel to escort you to your car. This is often another fear individuals have, that they may inconvenience someone for something that did not exist.
- **Closely Guard Your Personal Effects.** Shoppers should always closely guard their personal effects. Thefts of personal items such as purses and wallets contain your driver's license, vehicle registration and other information which contain your home address. Theft of this property often results in additional criminal opportunities such as: Identity Theft, Auto Theft and Residential Burglary.