

OFFICIAL MOTORCYCLE AND SCOOTER TAGGED



MASTER
SECURITY SCHEME

EQUIPMENT REGISTRATION SECURITY SCHEME

Powered by:



The Art of Identification



THE
MOTOR CYCLE
INDUSTRY
ASSOCIATION

Datatag System - Frequently Asked Questions



Q: How does the New UV "stealth" etching work?

A: The New UV "stealth" etchings replace the old visible etched numbers previously supplied to protect and deter theft of the valuable panels and fairings on a Motorcycle or Scooter. The benefits of this new and improved system are that a unique code and Datatag's 24/7 contact details are still permanently etched into the panels and fairings but now, they do not deface or interfere with the appearance or aesthetics of the Motorcycle because the etchings are visible under ultra violet or UV lighting and in most cases, cannot be seen in daylight conditions - a perfect combination.



Q: Do the electronic Datatag transponders ever wear out or will they run my battery down or do they need servicing?

A: No, these state of the art tiny electronic transponders contain no working parts and do not wear out and they are powered by or "wake up" when read or interrogated by the special Datatag scanners or readers.



Q: Where are the Datatag scanners and who has them?

A: Since 1992, Datatag has distributed thousands of special scanners free of charge to all UK Police Forces including European Police Forces to help combat crime and identify stolen property, vehicles or parts.



Q: What are Datatag Datadots®?

A: Datadots are transparent miniature plastic discs (less than 1 mm in diameter) printed with a unique alpha numeric code and listing Datatag's telephone number or website details on each disc or dot. There are approximately 1,000 Datadots within the Datatag system and they are suspended in a clear lacquer or glue and applied or painted all over the vehicle, property or machinery into all of the nooks & crannies etc. A thief would have to be 100% confident that they can find and remove every single Datadot to avoid detection and prosecution.



Q: Is my personal and vehicle or property information safe?

A: Yes, Datatag are accredited to the strictest of database standards including ISO:9001 and LPS 1224 (The recognised standard for database security) and we are a "Police Preferred Specification - Secured by Design" company accredited and supported by ACPO Cpi (Association of Chief Police Officers) and the Home Office. Datatag systems have been extensively tested to destruction and our administration process audited by Thatcham, Europe's leading security system test house backed by the Association of British Insurers. Datatag do not share your confidential data with anyone unless it's for security and safety reasons but we may occasionally communicate with our customers to keep all confidential information up to date which is critical in the fight against crime.



Q: How is Datatag a theft deterrent?

A: Most Motorcycles are stolen to order by professional criminals - "they are as good - if not better at their job i.e. auto crime, as you are at your job!" Your Motorcycle could simply be pushed away, lifted into a van or taken from outside your home, work or even from inside your garage! It seems that even the latest alarms, immobilisers, satellite tracking systems, chains and locks do not always deter criminals although the more security measures you take - the better. Therefore, it's essential that all Motorcycles and Scooters are protected and registered with a Datatag security system because the majority of the machines stolen are likely to be stripped down into parts and sold off separately or the parts used to help the criminals build up another Motorcycle or Frame who then sells on a complete - but cloned machine to an unsuspecting buyer. These criminals know it's virtually impossible to defeat the Datatag system because they will literally have to cut the Motorcycle wheels, frame and wiring looms in half plus, grind or cut out all of the unique numbers etched into the panels and then, try to attempt and remove every single microscopic Datadot and now, try to remove every single molecule of the invisible Datatag DNA from all of the nooks and crannies for the criminal to be absolutely 100% confident that the parts or the machine cannot be truly identified.



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datatag.co.uk

The Official Motorcycle and Scooter Tagged Equipment Registration Security Scheme

Approximately 26,000 motorcycles are stolen each year in the UK and the majority of them are less than 3 years old. These are often stripped and rebuilt around genuine frames and as such recovery rates are low, with the Police unable to prove ownership beyond doubt. For the first time the industry has united behind one official security and registration scheme to combat this problem.

- **The Scheme is the MASTER Security Scheme (Motorcycle and Scooter Tagged Equipment Register).**
- **This is the first and only official national scheme approved by the police authorities.**
- **The delivery partner for the MASTER Security Scheme is Datatag ID Ltd, the country's foremost supplier of security marking technology.**
- **The scheme will initially be supported by major manufacturers BMW, Honda, Kawasaki, Suzuki, Triumph and Yamaha, with other manufacturers expected to follow.**
- **Although the scheme is voluntary, it is already believed to exceed the scope of any other.**
- **New motorcycles will be sold marked, tagged, registered and traceable by the MASTER Security Scheme, reducing theft and restoring confidence to consumers.**
- **The scheme will reduce motorcycle crime as the motorcycle parc of marked machines increases over time.**

At the heart of our systems are uniquely coded microchip transponders or "tags" which are designed to be permanently fixed or hidden within your property or machine. These robust tags require no power or batteries and because they are so small, they can be virtually impossible to find and remove once installed, making all kinds of property and machines 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 or machine details.

As well as these transponders, the Datatag system can also include unique Datadots, the latest UV stealth etching technology which permanently marks and protects your machine but does not deface the panels or fairings etc.

The Datatag scanners are specifically programmed to read the Datatag transponders "tags" only which are hidden within your property or machine, Datatag has invested heavily, arming UK & European Police Forces with thousands of scanners as the ultimate weapon to beat the thieves.

- **NEW unique electronic transponder combination**
- **NEW stealth UV etching technology**
- **NEW Datadots®**
- **NEW High quality warning labels**
- **NEW Thatcham TQA approved**
- **NEW Secured by Design (Police preferred specification)**
- **Yearly insurance premium savings**



MASTER Security Scheme

+44 (0)8 450 700 440 | www.masterscheme.org

Datatag Technology

The MASTER Scheme systems include the following Datatag 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 its integrated circuit. The number cannot be altered or deleted.

Visible Technology



Primary Visible Tamper Evident Warning Labels

These tamper-proof plates carry a unique motorcycle/scooter identification number ensuring that your property can be tracked and returned in the event of theft. Datatag will take legal action against any copying or unauthorised production of these unique ID plates that contain Datatag's world wide registered trademark.



Tamper Evident Warning and Re-Registration Label

Specially designed decals warn off any potential thieves and are both attractive and impossible to remove without damage to the label.



Domed Resin Colour Warning Label

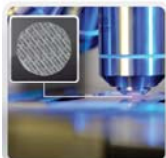
The decal forms a major part of the visible deterrent. It indicates to potential criminals that Datatag genuinely protects your machine and there is a too high a risk of it being traced if they were to steal it.



New UV Stealth Etching

New and improved system comprises a unique alpha numeric code and Datatag's 24/7 contact details are permanently etched into the panels and fairings. They do not deface or interfere with the appearance or aesthetics of the Motorcycle. Datatag etchings are visible under ultra violet or UV lighting and in most cases, cannot be seen in daylight conditions.

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. Not to be used for external cosmetic panels e.g. fairings and body work.



Dot magnified
50 times

STOP MOTORCYCLE THEFT

Unrivalled success in reducing theft.

Since its introduction in 1992, Datatag has assisted in dramatically reducing the amount of stolen property including Motorcycles, Scooters, Cycles, Plant & Machinery and Personal Watercraft or "Jet Ski's" etc. In fact, Datatag has a 100% successful prosecution rate when it's been used as evidence by the UK Crown Prosecution Service.

An independent survey and summary conducted by the Motorcycle Industry Association (MCIA) declared that if you have not protected your machine with a system such as 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 leading insurers, associations, manufacturers and governing bodies and have made a huge investment developing a unique secure database and we are one of only 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 is supported and accredited by ACPO (Association of Chief Police Officers Cpi Ltd) and the Home Office plus, we are an ISO:9001-2000 accredited organisation providing access to a call centre service for the Police and Datatag customers 24 hours a day, 7 days a week, 365 days a year.

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.**

Damaged / Tampered
Manufacturers Number



UK's biggest bike theft ring broken

- ▶ 23 arrested after 18-month undercover investigation
- ▶ Thieves sell 100s of stolen bikes to unwitting dealers and riders
- ▶ Police warn thousands of us are unknowingly riding stolen bikes



METROPOLITAN
POLICE

**We can't rely
on engine and
chassis numbers**

DC GAVIN SMITH,
POLICE VEHICLE THEFT TEAM



THE
MOTOR CYCLE
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Secured by Design



Official Police Security Initiative
www.securedbydesign.com

Thatcham™
Quality Assured

Whole of Vehicle Marking

Thatcham Accreditation is the
certification mark of Thatcham MIRAC



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



Assessed to ISO 9001
LPCB ref. no. 665



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