

RETAIL
ASSET PROTECTION
WEBINAR SERIES



#DEFEATTHIS: BEATING THE BLOGGERS AT THEIR OWN GAME

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OVERVIEW

Retail offenders use social media for a variety of reasons, the purpose of this presentation is to explore how these blogs are being used, how to navigate them, and how reliable this information is.

- Exploring Two Public Blogs: *Raddle* and *Tumblr*
 - COVID-19 and Civil Unrest
- How to Navigate Blogs
- Testing Defeat Technologies with the LPRC
- Main Takeaways

Matsakis (2017)

RADDLE.ME

- Raddle.me is an anarchy-based online community
 - Hosts 25+ forums
 - Reddit alternative, formed after ban of r/LeftWithSharpEdge in 2010
- Free and open-source coding
 - No advertisements
 - No user tracking
 - No analytics

Matsakis (2017)

r/ILLEGALISM

“Forum focused on the anti-capitalist practice of law-breaking.”

- **2,707** subscribers, **5,300** submissions
- Information sharing, advice seeking, and AMAs

✗ No capitalists or police-apologists

✗ No bigotry

✗ No class traitors

✗ Avoid moralizing

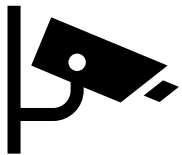
✗ No soliciting personal info

✗ No buying or selling

INFORMATION SHARING

RETAIL THEFT MASTER LIST

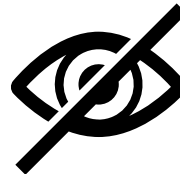
- Retail chains are ranked from 1 to 10 based on how easy they are to “rip off”
 - 91 American chains, 5 Canadian, and 3 from UK
 - Based on 5 metrics



Cameras



Loss Prevention



Blind Spots



Tagging



Walkout or
Conceal

INFORMATION SHARING

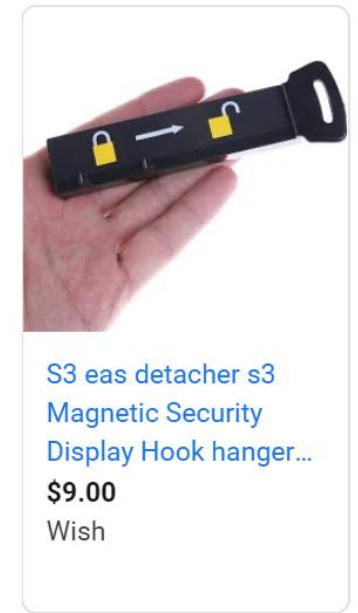
SHOPLIFTING GUIDE QUADRILOGY

- Step-by-step guide to successful lifting, divided into:
 - **Beginner**: *no previous lifting experience*
 - **Intermediate**: *3+ successful lifts totaling at least \$25*
 - **Advanced**: *30+ successful lifts totaling at least half your state's felony threshold*
 - **Professional**: *in progress*

INFORMATION SHARING

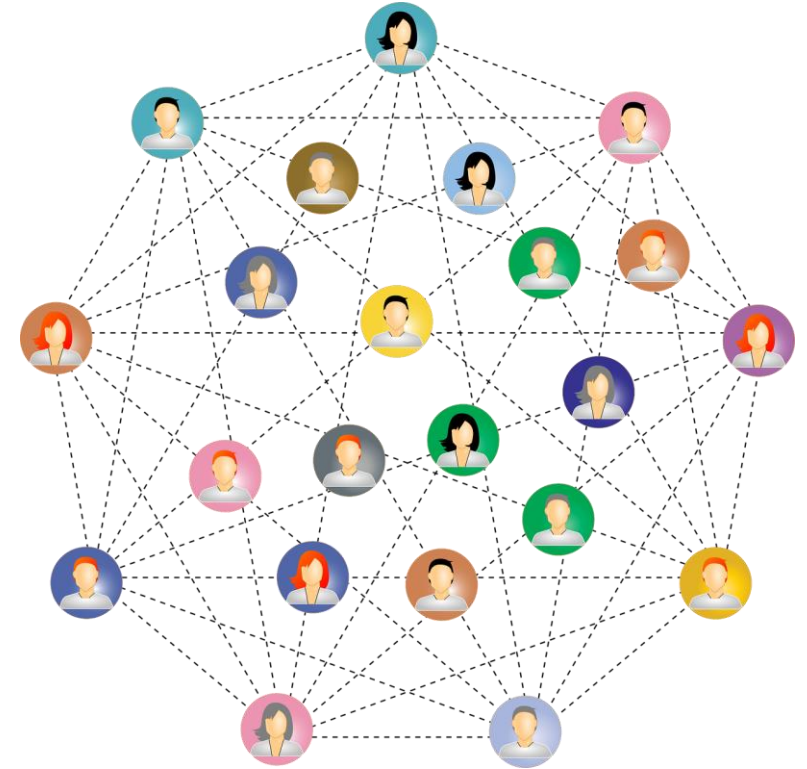
GUIDE TO MAGNETS + TAGS

- Links to pages and videos on:
 - Pictures and descriptions of security tags
 - Tag application and removal
 - Types of detachers
 - Purchasing and lifting detachers



ADVICE SEEKING

- Members seek advice on topics related to retail crime, including:
 - Best targets
 - Avoiding detection
 - Defeating security technology
 - Boosting, fencing, and selling goods
 - What to do when caught



ASK ME ANYTHING

- Current or former associates, managers, LP/AP provide advice related to:
 - Types of security technologies used in-store
 - Use of uniformed, plainclothes security
 - Frequency cameras are monitored
 - Apprehension policies
 - Chase policy
 - Optimal lifting times
- Knowledge and language indicates that these are likely legitimate

ASK ME ANYTHING

↑
6
↓

I worked at _____ and they f***ed me over. ASK ME ANYTHING!

Submitted by **Blackbookofsecrets** over 1 year ago in **Illegalism**

Hey guys. I'm new here and I just got f***ed over by _____ I worked there and I know lots of great stuff for shoplifters!
Go ahead and ask me anything!

[25 comments](#)

↑
10
↓

I'm a _____ Asset Protection Associate - AMA

Submitted by **wmapthrow** 1 year ago in **Illegalism**

Been involved with AP about a year, actually undercover 8 months now.

[44 comments](#)

↑
5
↓

Former LP for _____, _____, and current LP for different store.

Submitted by **LPboy** 2 years ago in **Illegalism**

Ask me anything. Like stated above, I've worked as an LP detective at _____ and I currently work as a higher level LP for a different company I don't want to name.

[36 comments](#)



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**RETAIL INDUSTRY
LEADERS ASSOCIATION**

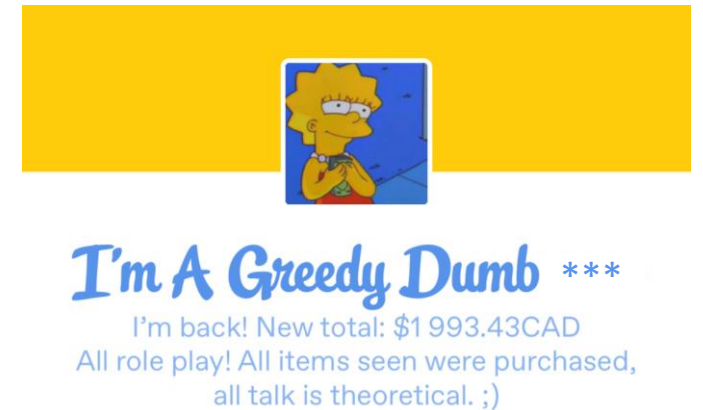


- Tumblr is a microblogging website with 37 million monthly visits
- Home to the “Liftblr” community, where users gather to:
 - Post “hauls”
 - Share tips, tricks, and advice
 - Share jokes and memes



LIFTBLR “HAULS”

- Users share aesthetic photos and details of their lifts
 - Often referred to as “hauls” or “savings”
 - Other refer to themselves as “role-playing”, “research”, or “lift-play” blogs
- Many users keep a running total of their “hauls” in their blog descriptions



LIFTBLR “HAULS”

sad-sweet-shoplifter



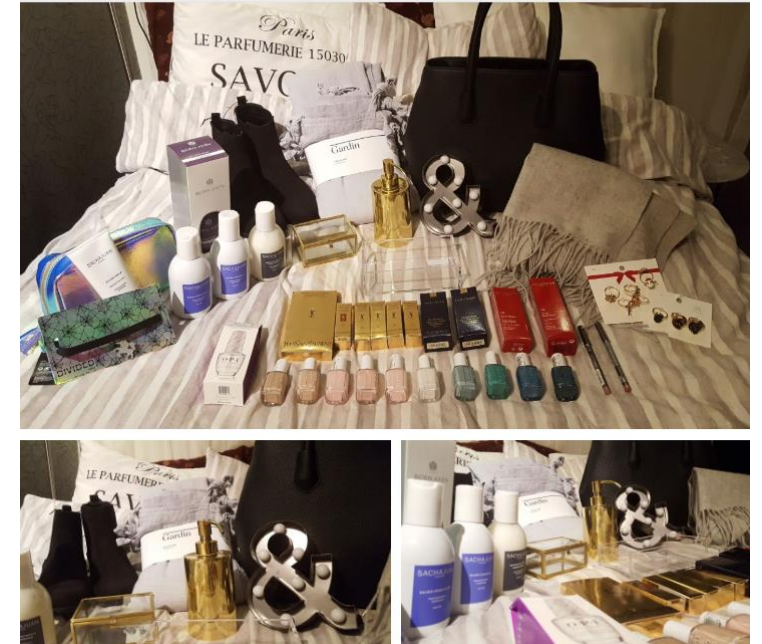
Total: \$328.69

justiceandtheft



Total: \$300

kiwilift



Total: \$1,071

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 RETAIL INDUSTRY
LEADERS ASSOCIATION

TIPS AND TRICKS

- Like Raddle, users circulate master lists of different retail chains and share advice on successful lifting
 - Websites to boost stolen merchandise
 - Tag identification and removal
 - Hiding metadata on “haul” pictures
 - Lifting tactics



Sorry... \$43,403.50CAD saved

Just a Canadian girl who really doesn't like to pay for things that easily fit in her purse.
{previously snowylifter}(Total above since January 2015)



its just roleplay

uk ♡ active june 2020 ♡ blocking all non lifting blogs (unless u message me first)

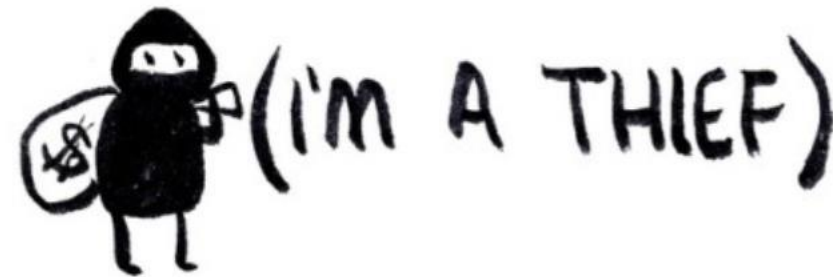
MEMES, LOTS OF MEMES



**Planning to rob
the mall blind**

**Forgetting your
hook and
magnet**

THE BEST THINGS
IN LIFE ARE FREE



USE DURING COVID-19

- Bloggers discussed how COVID-19 impacted their lifts:
- Recurring topics:



Use of Face Masks



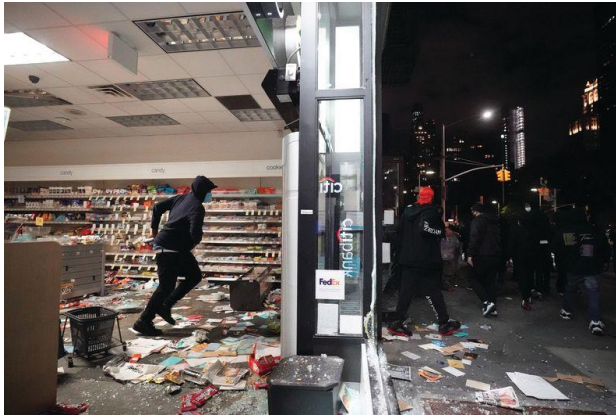
In-Store Chaos



Changes in CJ

USE DURING CIVIL UNREST

- Following the death of George Floyd, social media has had a variety of uses
- Social media can be especially useful in identifying potential areas of protests, riots, and looting



Coordination



Changes in LE



Neutralization Discourse

NAVIGATING THESE SITES

- Users often change the spelling of brands or use acronyms to avoid keyword searches:
 - W@lm@rt
 - Victoria Sëcret/PİNK
 - HD
 - Taggs, Detacherss
 - \$ Gen
 - Wh0l3 F00d\$
- Others use keywords or slang:
 - “Liftshopping”
 - “Thriftng”
 - “Hauls” or “savings”
 - “Klepto”

TESTING THE BLOGGERS

- Users often share information on various “defeat” technologies
- The LPRC sought understand the effectiveness of some of these technologies:



**RFID-Blocking
Fabric**



**Facial Recognition
Blocking Shirt**



**Facial Recognition
Blocking Hoodie**

FARADAY FABRIC

- An LPRC Researcher tested the effectiveness of the RFID-blocking fabric, specifically using RFID test strips
- Test results found that the faraday fabric successfully blocks the RFID pedestals
 - Inexpensive and readily available online



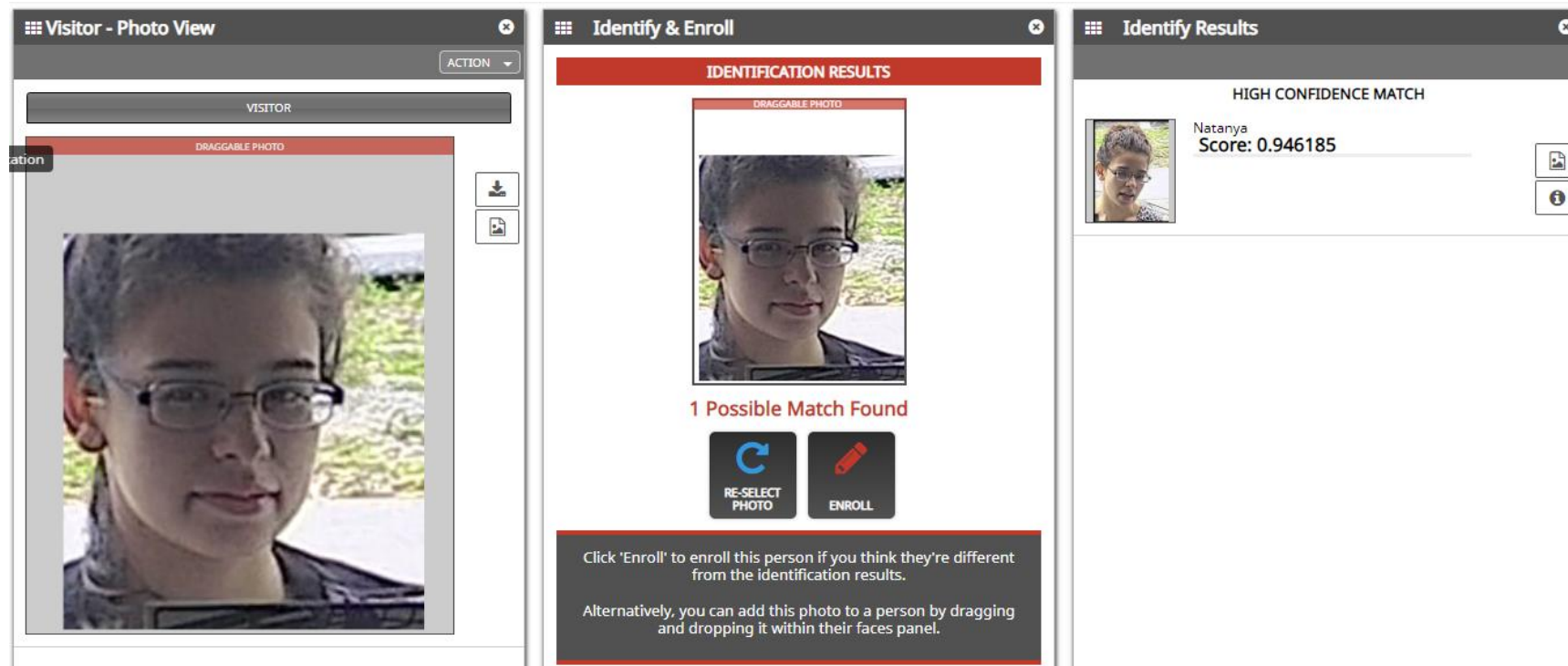
FACIAL RECOGNITION SHIRT

- The LPRC Research Team took turns walking in and out of our facial recognition-equipped lab
 - Did the system *capture* our faces?
 - Did the system *recognize* our faces?
- Test results found that the shirts did not successfully block the facial recognition technology



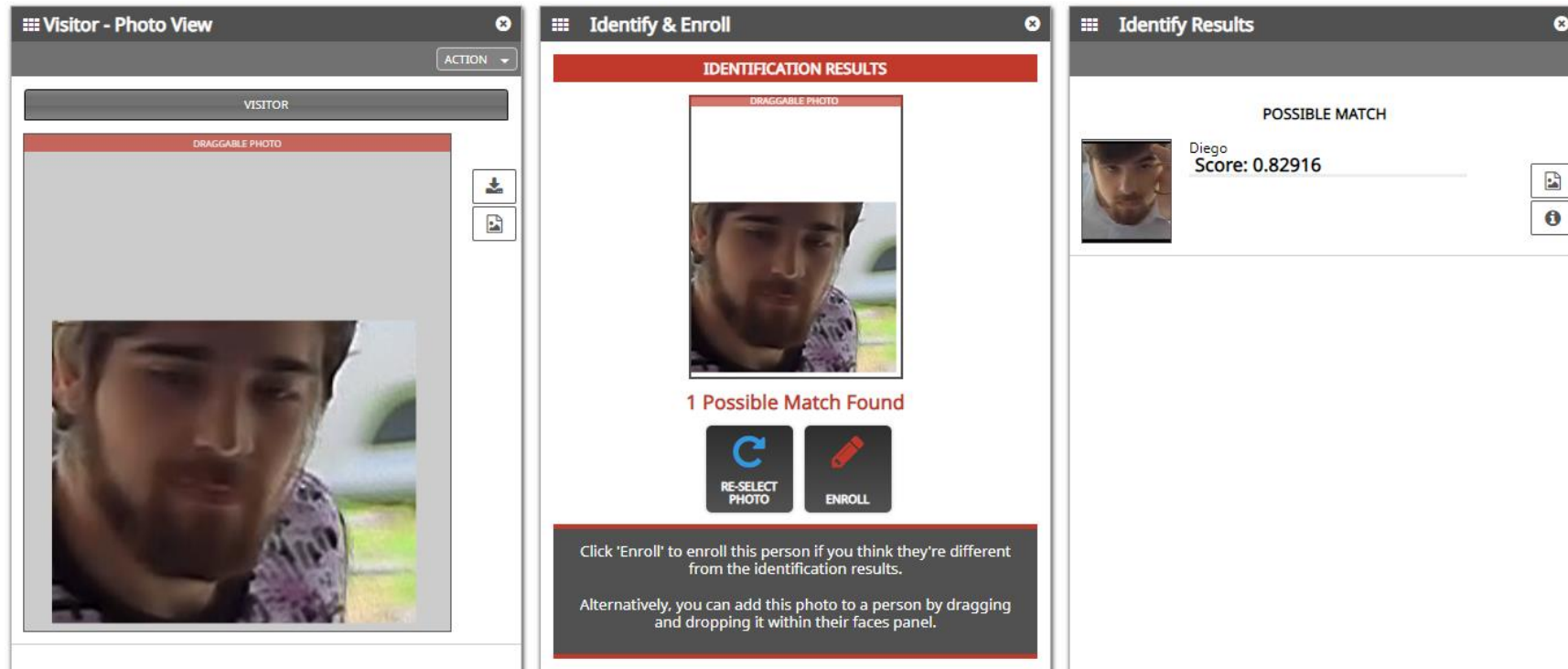
FACIAL RECOGNITION SHIRT

TRIAL EXAMPLE – NATANYA



FACIAL RECOGNITION SHIRT

TRIAL EXAMPLE – DIEGO



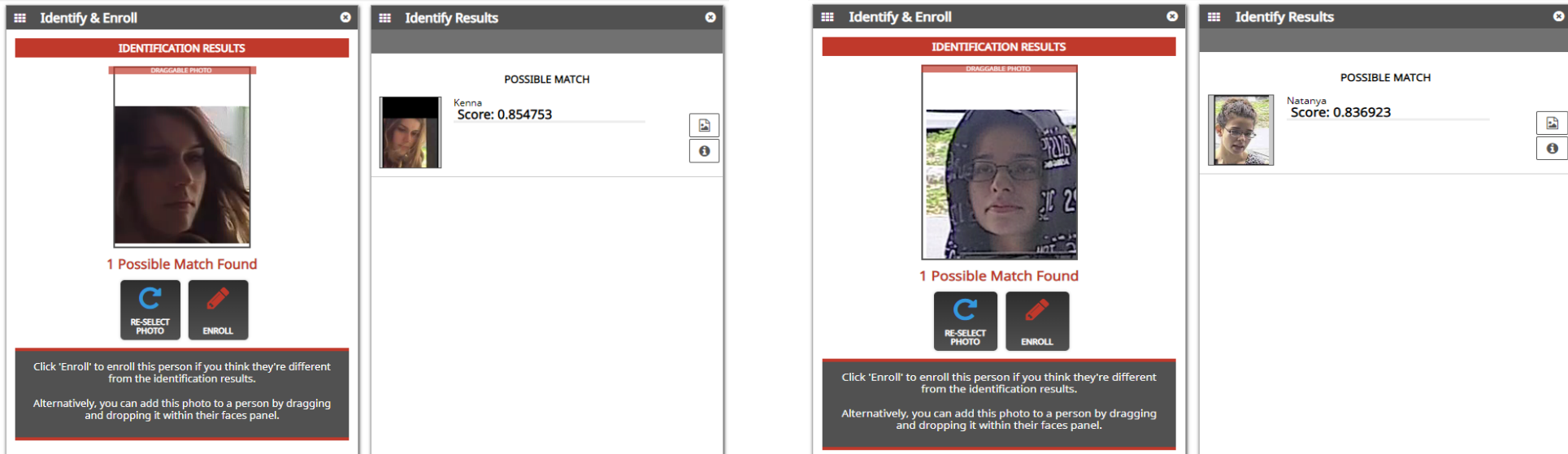
FACIAL RECOGNITION HOODIES

- The LPRC Research Team tested two different facial recognition blocking hoodies by walking in and out of the lab space
- The hoodies have a two-fold purpose:
 1. To defeat license plate readers by overloading the system
 2. To defeat facial recognition by confusing humans as passing cars



FACIAL RECOGNITION HOODIES

- Overall, the hoodies themselves did not successfully defeat the facial recognition system
 - Notably, the cameras only sporadically identified faces when the hoods were up



TAKEAWAYS

1. Offenders are using social media to share information and exploit your weaknesses

- The good news? You can use these sites too!
 - *Understand offender perceptions of your stores*
 - *Identify effective deterrents*
 - *Let them find your weaknesses so you can continue to improve*
 - *Stay ahead of new defeat devices*
- Other channels are used as well (Discord, Facebook, WhatsApp, Snapchat, Twitter, Instagram etc.)

TAKEAWAYS

2. **Some deviant or disgruntled employees are sharing store information to help the offenders**
 - Pre-employment screening can be used to identify reliable and loyal employees
 - Routine monitoring of these sites is important to ensure store and organization security
 - Can be used to identify current or former employees sharing organization information
3. **Regardless of the effectiveness of defeat devices, they can be an easy way for LP/AP to identify potential offenders**
4. **Benchmark!**