



## Asset Protection: Stay Alert. Stay Ready. Stay Safe.

The holiday brings energy, excitement... and opportunity for crime. Together, we can keep our stores, sales, and teams safe.

### Your Safety First

- **Never accuse, pursue, or try to stop** suspected shoplifters. Your **safety** is the top priority. Call 911 immediately for any incident involving **danger, violence**, or large **grab-and-run** thefts.
- **Know who to call before** an incident. Put phone numbers for your mall/host security, Asset Protection Manager, Police Non-Emergency, and Security Operations Center (S.O.C.) in your phone.
- **Take deposits daily** to limit how much money is being carried to the bank at once. Never borrow deposit slips from other stores.
- **Complete incident reports** and follow **Police Contact Protocols** on the AP Toolkit. For Fusion stores, complete the CAMS audit so the SOC has your police information. **Please note:** A **robbery** is a theft involving **violence** or **threats** and should be reported by calling the Security Operations Center at **866-LUX-HELP**.



### Fraud: See it, Stop it

**ALERT:** "My Apple Pay isn't working. Can I type in my credit card? It worked at the other store."

- Watch for **credit card scams** and **DO NOT** use the "**PHONE ORDER**" button for any in-store customers. These scams often involve purchasing multiple **gift cards** or **Meta glasses**.  
⇒ **If it doesn't chip, tap, or swipe, don't type.** Ask for another form of payment.

**ALERT:** Someone calls and says, "Your store is under investigation for counterfeit bills, do not contact your manager."

- Look out for **phone scams** where callers pose as **tech support** or **investigators**. **No EssilorLuxottica employee or law enforcement** will ever tell you to take money out of the store or to conduct virtual transactions.

**ALERT:** Customer reaches over cash wrap to stack the money that has already been counted:

- Be vigilant for **cash scams**. Count slowly, recount if you are distracted or if the **customer touches the money**. Always ensure you are the **last person to count** the money before placing it in the register.

### Protect the Product, Protect the Sale

- Only use **active discounts** and **promotions** to maximize the value of every sale. **Wearables (Ray-Ban/Oakley) Metas/Nuance etc.)** should **never be discounted**.
- Follow the **Bulk Order** limit per customer of no more than **20 pairs**. This includes splitting transactions.
- Use the **counterfeiting pen** on large bills, and report incidents to **sales audit**.
- SmartShopper orders must be **paid in full** at the time of order.
- Report any **internal theft** to your Manager/AP Manager or through Speak Up (info on the AP poster) immediately.

**Remember:** Reporting internal theft or fraud can result in a reward of \$100-\$500.

More information  
on the AP Toolkit

