

## EXAMPLES



## KEY POINTS

### For Field Personnel

- QR2id Codes are available in a range of different formats, including anodised aluminium discs, plastic key tags, luggage tags, stickers, garment labels, leather tags, and may be engraved/printed directly on assets (e.g. Surf Boards, iPads).
- You don't have to have QR Reader/ Smart Phone to access the information the Serial Number may be entered at the QR2id.com website.
- Even though the owner may elect to protect their privacy by not displaying contact information, they may be contacted by email/SMS\* by using the form that appears when the QR2id Code is scanned or the Serial Number entered.
- If additional "Emergency Services Only" information has been flagged by the owner, there will be a link on the web page.
- "Emergency Services Only information" will, when requested, be sent immediately by email to nominated addresses from only authorised email domains.

### General information

- Only information nominated by the QR2id Client is displayed when the QR2id Code is scanned.
- Sensitive QR2id Code information is encrypted for security.
- There is no limit to the number of QR2id Codes that can be linked to the one QR2id Account.

\*SMS Service is optional and may not be active for all users of the service



QR2id™ is an initiative of:  
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## What is QR2id?

QR2id is a new system for property marking and personal identification. QR Codes (two dimension bar-code ~ QR stands for "Quick Response"), can be read by free applications available for most Smart Phones and are starting to become more common in advertising and other applications. When someone scans a QR2id Code with a Smart Phone, the phone opens a web-browser which is transferred to a dynamic web page on which there is a form to contact the owner of the QR2id Code, along with any other information the owner wishes to display.

QR2id tags, discs, stickers and labels may be attached to pets, keys, handbags, bike helmets, clothing, and assets of any kind<sup>1</sup>. The objective is that a person finding an item that has been lost by its owner can contact the owner by scanning the QR2id Code, or if they don't have a Smart Phone, they can just enter the Serial Number at the QR2id.com website and be directed to the contact page.

QR2id Code users nominate what information is displayed when one of their QR2id Codes is scanned/entered via the website. They can also nominate specific information to be only available to authorised emergency services personnel.

## How do Emergency Services access information?

**Information that is not normally displayed when a QR2id Code is scanned can be automatically emailed to authorised emergency services personnel.** Where emergency services personnel locate a QR2id Code at a crash scene or other operational circumstance and need to access information relating to the owner, the attending officer can **scan the Code** (if they have a QR Reader on their phone/iPad) **or simply radio the Serial Number** to the service's **communications centre**. The radio operator can then quickly initiate access to the details by visiting the **QR2id.com** website and by entering the **Serial Number** into the green form on the front page.

Where any information for that QR2id Code has been flagged by the owner as being for access by emergency services only, a hyperlink will be displayed in a blue panel on the web page with wording similar to the illustration above. Upon clicking the "Click Here" link, a form will appear enabling the operator to enter an official email address to which the information will be immediately sent after the "Request Information" button on the form is clicked. NB: Multiple email addresses may be separated by commas.

**\* Emergency Services \***  
**\*ICE\*** Click Here to access information only available to Authorised Emergency Services Personnel

NB: The email domains (the text after the @ symbol) must be registered in the QR2id database as being valid for a known emergency services agency - **private email addresses cannot be used**. The status of a domain can be checked and requests made to add an agency's email domain at <https://QR2id.com/emergencyservices>.

It should be noted that as access to "emergency services only" information is likely to be time sensitive, there is no validation of the request itself. The information will simply be emailed to the nominated official email address (provided it is from a registered domain). For transparency and to mitigate potential privacy concerns, a copy of the emergency services email will also be sent to the owner of the QR2id Code.

Subject to operational considerations, agencies may apply for a certificate (to be installed on devices) to enable direct access to emergency services only information.

<sup>1</sup>NB: There are number of specialised QR2id applications, including Safety/Lock-out Tags and Location Markers. These QR2id Codes may have contextually sensitive modes of operation, but any information for Emergency Services will be presented in a manner similar to other QR2id Codes.