



## A TRUE CRIME-FIGHTING PARTNERSHIP

The Georgia Retailers Organized Crime Alliance (GROC) was formed in 2012 after law enforcement and corporate retail partners throughout Georgia realized the need to combine efforts to combat the growing problem of Organized Retail Crime (ORC).

GROC is a statewide crime-fighting partnership which allows retailers and law enforcement professionals to communicate about criminal activity impacting businesses on a real-time basis, while preventing other partners from being victimized.

## WHAT IS ORGANIZED RETAIL CRIME (ORC)?

Organized Retail Crime is an organized effort by two or more persons to convert illegally obtained merchandise or cash into financial gain through theft or fraud. This usually involves the theft of multiple quantities of similar products or thefts from multiple stores, multiple jurisdictions or multiple states.



## WHAT ARE THE BENEFITS OF JOINING GROC?

As a member of GROC you will join over 800 law enforcement and retail loss prevention professionals that make up a growing collaborative partnership. Through the GROC partnership, law enforcement and the business community have been able to work together to identify ORC offenders and resolve cases, all while developing new and innovative ways to combat ORC networks. GROC members have access to our secure information website - [www.georgiaroc.org](http://www.georgiaroc.org)

GROC's organizers also understand that we can be even more successful when we share information face to face. As such, GROC holds a monthly forum to network, share intelligence, and provide enhanced training in regards to ORC. Monthly meeting dates, times and location are communicated to all GROC members via email.

## WHAT IS GEORGIAROC.ORG?

The georgiaroc.org secure website allows approved GROC members to share intelligence relating to the businesses and communities we serve. Information includes, but is not limited to, organized theft crimes, robberies, counterfeiting, check and credit card fraud, prescription fraud, identity theft and other scams.

The GROC website not only enables members to communicate about ORC, but also saves the information in a written and mapped format, searchable by crime and suspect type. This gives all members the ability to search the website to connect cases and establish patterns and trends. In addition, members may upload photographs and crime bulletins to share with the GROC community. The searchable website and its mapping capabilities are focused on providing a real-time crime alert system.

## HOW CAN I JOIN GROC?

**There is no cost to join GROC!**

All applicants are vetted to ensure accurate representation.

Visit [www.georgiaroc.org](http://www.georgiaroc.org) and apply to become a GROC Retail Partner or a GROC Law Enforcement Partner.

## NEED TO CONTACT GROC?

Please communicate questions, requests for GROC support and training, etc. to [info@georgiaroc.org](mailto:info@georgiaroc.org) and a member of the GROC Council will contact you.

## TOP CITIES FOR ORC



*Image from National Retail Federation*



**GEORGIA  
RETAILERS**

**loss prevention  
COUNCIL**



**GEORGIA  
RETAILERS**