



# Protecting Customer's Body Privacy

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## BACKGROUND

Hidden camera crimes are on the rise. No national statistics exist regarding video voyeurism but newspapers and groups have been tracking the rise of the crime. A [Washington Post analysis](#) showed voyeurism cases jumped 46 percent in Virginia between 2014 and 2018, while arrests in Florida exploded by more than 600 percent between 2012 and 2018. Globally, South Korea has already reached epidemic proportions inciting protests. It should go without saying, but women are disproportionately targeted and affected by this crime.

## SITUATION

The nation's second largest retailer has 123 stores in Florida and 59 in Virginia, respectively #3 and #9 stores by state. That's [182 Target stores](#) with an average of 6 fitting rooms and 6 bathrooms, which is over 2,000 rooms where the list below is happening. This opportunity is exacerbated by the implementation of same-sex bathrooms. Guest satisfaction and in-store shopping experience are two things retailers have leverage over ecommerce retail giants. Not policing these expectations of privacy areas gives consumers another reason to shop online. The bad PR and legal action associated with hidden cameras can be guarded against and mitigated by showing good faith and effort towards protecting consumer's body privacy.

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## SOLUTION

Proactive, routine sweeps of these areas by [SweepSquad](#) is a deterrence, assurance, and insurance service that fights and focuses solely on video voyeurism. Trained Sweepers perform sweeps, educate employees and consumers, and work during the business hours to establish a presence of peace of mind.

The global hidden camera market, manufacturing, distribution, and sales, is closer to \$1 billion than \$0.

Where are all those cameras going? Some into **Targets...**

1. CBS Chicago: [Man Tried To Film Girl In Target Dressing Room In Palatine](#) (March 29, 2017)
2. WBIR: [Peeping Tom caught in the act at West Knoxville Target](#) (March 28, 2017)
3. WPRI: [Man Charged With Voyeurism in Target Bathroom](#) (January 17, 2017)

Lincoln, R.I. – A man was charged with video voyeurism after he placed a camera in a Target bathroom.

4. Fox News: [Man Used Cellphone to Record Woman Undressing at Target in Dallas, Tex.](#) (September 15, 2016)

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5. ABC 7: [Man Seen Recording Women in Target Changing Room](#) (September 12, 2016)

Brick, N.J. – A man was observed reaching under the stalls of a unisex dressing room with a cellphone in a Target store to record women.

6. FOX 4: [Man Accused of Taking Photos in Target Dressing Room](#) (September 7, 2016)

Dallas, Tex. – Police were seeking a man who is accused of pointing a cellphone camera at a woman in a Target changing room.

7. 7. Post Register: [Transgender woman arrested for voyeurism at Target](#) (July 12, 2016)


Ammon, Idaho – A biological male claiming to be a woman was arrested after taking cellphone pictures of a woman in the adjoining stall of a women’s dressing room at a Target store. The man, who was dressed as a woman, ran out of the store after the victim attempted to confront him.

8. Bedford Police: [Man Arrested for Recording Juvenile Girls in Target Dressing Room](#) (June 24, 2016)

Bedford, N.H. – A man was arrested after he was caught recording juvenile girls in a dressing room at a Target store.

9. WDAY 6: [Man Caught Placing Cellphone Under Dressing Room Door in Target](#) (June 16, 2016)

Bismarck, N.D. – A 16-year-old girl reported that a man used a cellphone to record her inside a Target dressing room by placing the phone under her stall door.



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10. FOX 25: [Man Caught Looking over Changing Room Wall in Target](#) (June 14, 2016)

Revere, Mass. – A man was seen peering over a Target changing room wall into the next stall where a young female was changing.

11. The Daily Caller: [Security Guard Arrested for Removing Man from Women’s Bathroom](#) (May 19, 2016)

Washington, D.C. – A female security guard who worked at a grocery store was arrested for removing a male from the women’s restroom after he entered dressed as a woman. When the security guard asked the man to leave, he refused saying he identified as a woman. The security guard physically removed the man from the women’s restroom. The man called the police on the security guard upon leaving the store.


12. Fox News: [Man Used Cellphone to Record Woman Undressing at Target in Frisco, Tex.](#) (May 2016)

13. CBS DFW: [Shopper Upset Man Allowed to use Women’s Dressing Room in Ross](#) (May 17, 2016)

Mesquite, Tex. – In May of 2016, a woman was in a Ross Department store dressing room when she heard a man’s voice in the dressing room. She reported this to the manager who informed the woman that, despite the man being dressed as a male and having a 5 o’clock shadow, the man was “representing himself as a woman today.” The Ross manager informed the woman that if she was bothered by this, she would need to wait until he was finished.

14. Mass Resistance: [Female Office Worker Encounters Man Urinating in Ladies’ Room Exposed](#) (February 21, 2016)

Waltham, Mass. – A woman said that when she walked into a women’s restroom at her place of employment she saw a man, through an open stall door, sitting on a toilet



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urinating, with his private parts exposed. She reported that she immediately turned around and left the restroom, and felt unsafe about returning to that restroom again.

15. NY Daily News: [Seattle Man Undresses in Women's Locker Room at Local Pool to Test New Transgender Bathroom Rule](#) (February 17, 2016)


Seattle, Wash. – In February of 2016, a man, dressed as a male, walked into a women's locker room at a local pool and proceeded to undress. The women in the locker room attempted to kick him out, but the man refused saying, "The law has changed and I have the right to be here." The man returned to the locker room later that day when young girls were there changing for swim practice.

16. NBC Washington: [Man Dressed as Woman Arrested for Spying into Mall Bathroom Stall, Police Say](#) (November 17, 2015)

Fredericksburg, Va. – In May of 2015, Richard Rodriguez, a 30-year-old man dressed in women's clothing, attempted to film a woman in a bathroom stall. The victim told police she saw a bag "protruding from underneath a neighboring stall." When she confronted the suspect, the man dressed in women's clothing exited the stall and entered another stall next to another woman. Rodriguez was charged with three counts of unlawful filming of a nonconsenting person and three counts of peeping.

17. KTLA5: [DA: Cross-Dressing Man Secretly Taped Women at Macy's](#) (May 14, 2013)

Palmdale, Calif. – In May of 2013, Jason Pomare, a 33-year-old male, dressed as a woman multiple times in order to secretly videotape women in women's restrooms. A woman reported to security officers that there was a man, wearing a wig and dressed as a woman, acting suspiciously in the women's restroom in Macy's. Pomare was charged with six counts of unlawful use of a concealed camera for purposes of sexual gratification.



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18. Oregon Live: [Cross-Dressing Sex Predator Sentenced for Clackamas Aquatic Park Crimes](#) (October 27, 2011)


Oak Grove, Ore. – In July of 2011, Thomas Benson, a 39-year-old male with a prior conviction for sexual abusing children, was arrested and charged with unlawful contact with a child and unlawfully being in a location where children congregate because, dressed as a woman, Benson entered the women’s locker room at the Clackamas Aquatic Park to talk with children. When he left the Park, Benson left in men’s clothing. Benson was followed out of the Park and he fled. Benson was later arrested.

19. Abc7news.com: [Police: Calif. Locker Room Suspect Used Disguise](#) (October 22, 2010)

Berkeley, Calif. – In October of 2010, Gregorio Hernandez, a 29-year-old male, was arrested for disguising himself as a woman twice to get inside a UC Berkeley women’s locker room. Once inside, the man used his cell phone to photograph women in the locker room.

20. WSBTV: [Police: Man Undresses in Front of Children in Walmart Restroom](#) (March 24, 2010) Calhoun, Ga. – In March of 2010, Norwood Smith Burnes, a 51-year-old male, was arrested and

charged with public indecency, disorderly conduct, and criminal trespass for undressing in front of children in a women’s restroom at a Walmart. When the police arrived, Burnes was wearing women’s clothing.



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21. The Mercury News: San Jose Sex Offender Wearing Fake Breasts, Wig Arrested for Loitering in Women's Restroom (January 26, 2009)

San Jose, Calif. – In January of 2009, Richard Rendler, a 60-year-old male and registered sex offender, was arrested for wearing fake breasts and a wig while loitering inside a women's restroom. Rendler was arrested on misdemeanor loitering charges, having previously been arrested on charges of child molestation and indecent exposure.

22. Purdue University: [Purdue Police Investigate Report of Man Taking Photographs in Women's Restroom](#) (March 31, 2008)

West Lafayette, Ind. – In March of 2008, an unidentified man wearing makeup and women's clothing was confronted for taking pictures of a woman in a bathroom stall. When confronted by the woman, he denied he had any pictures of the victim. A staff member who was in the restroom asked the man to accompany her to the main office, but the man ran off.

23. St. Petersburg Times: [Cross-Dressing Man Sentenced for Battery](#) (September 25, 1999)  
Pasco County, Fla. – In 1999, Patrick Hagan punched a woman in the mouth when she questioned his presence in the women's restroom.

24. [Suspect Arrested in Target Sexual Assault of a 11-Year-Old Girl](#)

25. [Man arrested for store gropes to face multiple sexual assault charges, prosecutor says](#)

26. [Man with history of molesting women arrested, case may be related to St. Louis County sexual assault](#)

27. [South Bend police looking for men who performed sexual act at Target department store](#)

28. [Police Tip Leads to Man Wanted for Touching Young Girls at Target](#)

29. [Suspect Accused of Sexually Assaulting Girl at Sandy Target Turns Self In](#)

30. [Sexual Assault Suspect Arrested at Folsom Target Store](#)

31. [HANFORD MAN CONFESSES TO HIDING CAMERA IN TARGET STORE RESTROOM, POLICE SAY](#)

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32. [Anderson PD: 'Peeping Tom' took pics of people in Target bathroom](#)
  33. [Man Arrested for Taking Photos of Woman in Target Bathroom](#)