

Hollie Guard for Individuals

What is it?

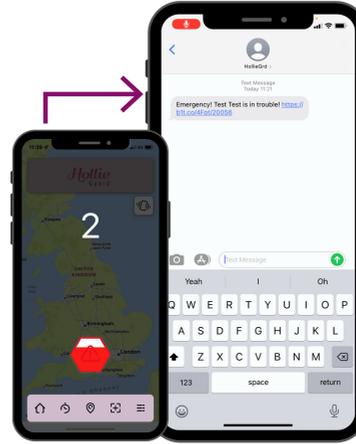
Hollie Guard is a **free** personal safety app that can be downloaded onto any iOS or Android mobile phone within the UK.

If you ever feel threatened, you can send out an alert by either shaking your phone or pressing the tile icon button.

Once you activate an alert, your location, along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard has many features that make the app suitable for general use, such as; travelling to and from school/work, attending meetings alone, going out for a run and many more.

It really is a safety app available to anyone – **free of charge**.



Group your emergency contacts together



Different alert profiles to suit your surroundings



Multiple features to suit your situation



Free to download and free to use

Hollie Guard Extra

As well as all the features of Hollie Guard, you can also upgrade your subscription to Hollie Guard Extra, a service through which an alert response centre will monitor any alerts you trigger.

With Hollie Guard Extra, you can have the additional peace of mind that a trained security expert will be monitoring your alert remotely.

The security expert will be able to see your location in real-time as soon as an alert is activated. They will then be able to access the audio and video evidence created at your location, allowing them to determine a suitable response to your alert, which could include calling the emergency services on your behalf.



24/7 Monitoring



Instant response



Recorded evidence



Police Approved

How to sign up

To sign up for Hollie Guard, first, you'll need to go to your relevant app store and search for "Hollie Guard". Once downloaded, you can register either via the app or on our website (www.hollieguard.com). The registration process will ask you to complete your details and once finished, you'll be given the option to select your plan.

To continue with the **free plan**, you'll need to select the **basic subscription option**.

If you'd like to select the **Hollie Guard Extra** service, you'll have the option to select either the monthly or annual subscription.

Once selected, you'll enter your payment details and from that moment onwards, your alerts will be monitored by our 24/7 monitoring centre.



'I really welcome the work of the Hollie Gazzard Trust in developing the 'Hollie Guard' app, which makes use of new technology to bring reassurance to victims and survivors and provide round-the-clock and immediate response to an alert or incident. I am particularly encouraged that evidence collected by the app is admissible in court, vital if we are to bring perpetrators to justice.'

Cllr. Nicole Jacobs
Domestic Abuse Commissioner
for England and Wales



"Hollie Guard is a fantastic example of how technology can be used positively in order to protect some of the most vulnerable in society."

John Champion
Police and Crime Commissioner
West Merca



"I would like to see Hollie Guard recommended routinely for any victim of stalking or domestic abuse and further than that, for anyone at all. It can help victims and the police. It would be great to see funding for more awareness of its existence so that everyone has it on their phone."

Dr Jane Monckton Smith
Professor of Public Protection
University of Gloucestershire

www.hollieguard.com

info@hollieguard.com

[@hollie_guard](https://twitter.com/hollie_guard)

[hollieguard](https://www.instagram.com/hollieguard)

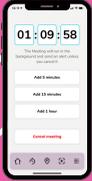
Hollie Guard App Features



Journey

Journey allows users to set a start and endpoint. This feature can help you travel safely. Whenever this feature is used, your emergency contacts are informed about where you are going so they can check on you in case you are in trouble. Once you've arrived at your destination, your contacts will also be informed of your arrival. Ideal for travelling from one location to another.

Uses: Walking to and from; work, college, school, a night out, a friends house, the supermarket.



Meeting

Meeting allows users to feel safe when going into a potentially dangerous meeting. The user can set a timer that will countdown until deactivated, otherwise raising an alert. There is the option to add notes to your meeting which can be viewed by your emergency contacts. More time can be added to the meeting, as well as the option to cancel the meeting early or to instantly raise an alert.

Uses; lone working, blind dating, meeting an ex-partner, meeting someone new, interviews.



Man Down

Man Down utilises the smartphone's internal sensors to detect a sudden impact or lack of movement. This feature is extremely useful for people who are alone or who cannot activate an alert during an incident. The sensitivity of this feature can be adjusted to suit your activity.

Uses; horse riding, running, walking, working at height, cycling.



Reports

Reports allow users to quickly and easily record an incident with supporting photo evidence which is automatically categorised, time-stamped and geo-tagged. Reports are saved to the Hollie Guard server.

Uses; recording incidents of; harassment, stalking and domestic abuse.



Evidence Capture

When an alert is raised, the user's smartphone will instantly use the camera and microphone to capture video evidence. This evidence is automatically synced with their alert and can be viewed and accessed at a later date.

Alert Profiles



Deterrent Mode

Deterrent mode makes it clear to anyone in your surrounding area that an alert has been raised. Anybody who looks at the phone will see that your GPS location is being monitored and audio/video evidence has been uploaded. The phone will display a red 'alert raised' screen.



Stealth Mode

When your phone is in stealth mode and you set off an alert, a silent alert with no obvious signs of activation will be raised. The red screen available in deterrent mode will not show up in stealth mode to keep your Alert as discreet as possible. In stealth mode, the phone will put a wallpaper up to look as though it's your home screen.

Hollie Guard Extra



24/7 Monitoring

Hollie Guard has partnered with a UK premium Police approved monitoring organisation to be able to offer 24 hour, 365-day monitoring. This gives users the reassurance that someone is always on hand when they need them.