

THIS BUSINESS IS INTO



Dear Business,

I'm emailing you on behalf of the Shopping While Black UK & US campaign. We are asking businesses to pledge not to discriminate against people of colour in shops, and to train their staff - including surveillance staff regularly - to treat everyone equally and not use racial profiling when suspecting people of theft, shoplifting, or of other inappropriate behaviour. This action will create fairer retail experiences for all, especially people of colour.

Recent analysis shows that people of colour experience negative experiences when shopping at a much higher rate than white people. They often report feeling targeted for bag searches, questioned when they leave the shop, searched for no good reason, or receiving poor treatment from staff or surveillance employees who question whether they have the means to buy at a shop, or suspect them to be looking for opportunities to steal.

Discrimination based on colour, ethnicity and origin is illegal and racial profiling in retail is punishable by law, with companies facing hefty fines.

In contrary, shops which promotes equality and fair treatment of all, and who make sure their staff are well trained to treat every one fairly, often attract more customers who also - in turn shop more.

We offer a package for companies to become pledgers of our Shopping While Black Campaign and Initiative, which includes a one-off training to company staff country-wide, as well as a number of bespoke interactions with senior managers and surveillance staff to approach fair treatment of all in retail and advise on how to foster a fair and equal treatment of all shoppers in retail interactions. Our package includes being featured on our website as an official pledger and supporter of the 'Shopping While Black' campaign, which corporate subscription comes additional support, advisory, mediation and with offers of stickers, window clings and posters offered to

the company to plaster on storefronts to highlight the company's commitment to fair treatment and signal it to shoppers.

If you have no interest in the package but are looking to promote equal treatment in your stores, you can also sign our pledge [here](#) and highlight ways your company already ensures equal treatment in your store. We'll be happy to consider whether you meet our standards of fair treatment and to add you to our list of pledgers in that case.

People consider taking this step to show your business is serious about equality in retail and services. We would love to add your support to our list of companies who have pledged to stop the practice of discrimination in the shopping environment.

Looking forward to hearing from you soon.

Best,

**Shopping While Black Campaign
Team**



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[Take the SWB Pledge](#)