

NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS
DIVISION OF FIRE SAFETY
OFFICE OF THE STATE FIRE MARSHAL



SECURITY ALERT

PO Box 809, Trenton, NJ 08625-0809 (609) 633-6070

SECURITY ALERT 16-1

Google Street View (U//FOUO)

Issued July, 2016

The Division of Fire Safety/State Fire Marshal was recently informed of requests from Google to gain access to fire stations for the purpose of taking pictures that would allow a virtual walkthrough of your fire station(s).

This is obviously designed for local businesses to help attract new customers. While it may seem like a benign request, from a homeland security prospective, this type of information which would be available to anyone on the internet could jeopardize the security of your fire station, apparatus and equipment as well as provide information on your capabilities or lack thereof. Therefore, the division and our counter terrorism partners recommend that these requests be denied.

Below is a sample email that you may receive:

Hello **(Fire Department Name)**

Google photographers are coming to **(Name)** Township adding the inside of local businesses to Street View.

This lets people walk through the inside of your business using Google Street View technology.

It's a great way to give potential customers a great first impression.

Here's what it looks like. (Click the business name to see inside, drag the screen to move around.)

[Slifer Designs](#)

[Pub Americana](#)

[Audi Clearwater](#)

Here's what the search results look like for participating businesses.

[Slifer Designs search results](#)

Our current schedule, (which is subject to change) has us in **(Name)** Township from Tuesday, May 31st 2016 thru Friday, June 24th 2016

If you want to add the inside of **(Name of Fire Department)** to Street View, just send us an email and we'll do our best to get you on the schedule. Please include the following:

Business name, contact person and phone number.

We will call to arrange a date and time.

Warm regards,

Jennifer Delanzo

Scheduling Coordinator • Instant 360 • 888-589-7711 ex:306

Please report all suspicious activity to local law enforcement and the State Fusion Center, tips@njohsp.gov, 1-866-4-SAFE-NJ or 2-1-1 and ensure a (SAR) Suspicious Activity Report is generated. In addition, please report all incidents to the **Division of Fire Safety Intelligence Office at 609-292-4109.**

PLEASE POST IMMEDIATELY (U//FOUO)