



# Hollie Guard App

*The Hollie Guard app is a personal safety tool created by the Hollie Gazzard Trust, a charity dedicated to aiding abuse victims and improving personal security. Named in remembrance of Hollie Gazzard, who was tragically killed due to domestic violence, the app aims to empower individuals to safeguard themselves in hazardous situations (Hollie Gazzard Trust, n.d.).*

## The rationale for Covert Apps

Covert apps like the Hollie Guard App are imperative for victims' safety because they provide a discreet and secure way to document incidents and seek help without alerting the abuser. This is crucial as many victims fear retaliation or escalation of violence if their actions are discovered. By offering features like secure incident recording and emergency contact buttons, these apps empower victims to take control of their situation and access support safely (Refuge, n.d.; Office for National Statistics, n.d.; Victim's Commissioner, 2022).

### Key Features of Hollie Guard:

**Emergency Alerts:** Hollie Guard lets you send emergency alerts to your chosen contacts with a shake or tap. When you activate this feature, the app sends a message with your location and can record audio and video evidence of what's happening. This quick response can be crucial in desperate situations, ensuring help gets to you quickly (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

**Journey Mode** The app has a "Journey" mode for when you're travelling. You can turn this on to track your route in real time. It will automatically alert your emergency contacts if you haven't reached your destination by a set time. This is especially helpful for anyone travelling solo, offering extra security and peace of mind (Hollie Gazzard Trust, n.d.; Ministry of Justice et al., 2024).

**Man Down:** The "Man Down" feature comes into play when you cannot send an alert. If the app senses a sudden impact or you've been inactive for a while, it will automatically notify your emergency contacts of your location and any recorded evidence. This is a

great safety net for those with health issues or those working high-risk jobs (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

**Meeting Mode:** If you're in a situation that feels uneasy, "Meeting Mode" allows you to set a timer for an appointment. If the timer runs out without you cancelling it, an alert is sent to your emergency contacts. This discreet feature is essential for meetings where you might feel at risk, ensuring that help can be alerted without raising suspicion (Hollie Gazzard Trust, n.d.; Ministry of Justice et al., 2024).

**Disguised Interface:** For added safety, Hollie Guard has a disguised interface that looks like a typical app, such as a news app. This makes it less likely for an attacker to realise its real purpose, allowing you to use the app without drawing attention to yourself (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

**SOS Button:** The app features an SOS button that gives you immediate access to emergency services. With just one tap, you can call for help and share your location with first responders, ensuring rapid assistance (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

**Secure Data Storage** Hollie Guard emphasises your privacy and security. All your data, including your location, audio, and video recordings, is securely stored in the app. You can also set a password to keep your information safe and confidential (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

**Voice Activation:** It offers voice-activated commands for hands-free operation, making it easier to use in critical situations (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

**Customisable Alerts:** You can customise the alert messages and your list of emergency contacts, personalising your safety measures (Hollie Gazzard Trust, n.d.; Ministry of Justice et al., 2024).

## Key Beneficiaries:

**Survivors of Domestic Abuse:** Those who need a secure way to call for help when in danger (HollieGuard, n.d.; Ministry of Justice et al., 2024).

**Single Parents:** Parents who find themselves vulnerable while ensuring their children's safety (HollieGuard, n.d.; Ministry of Justice et al., 2024).

**Individuals with Health Conditions:** Features like the "Man Down" alert can be a lifesaver for people with medical issues that might leave them immobile (HollieGuard, n.d.; Sumra et al., 2023).





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**Frequent Travellers:** Anyone who travels alone for work or personal reasons can use the "Journey Mode" for added security (HollieGuard, n.d.; Ministry of Justice et al., 2024).

**Elderly Individuals:** Older adults living independently can feel more secure knowing they have a reliable safety app (HollieGuard, n.d.; Ministry of Justice et al., 2024).

## Additional benefits:

**Multi-Language Support:** The app supports multiple languages, catering to users from different linguistic backgrounds (Hollie Gazzard Trust, n.d.; Ministry of Justice et al., 2024).

**Community Support:** The app may include forums or chat features, allowing users to connect with others who have had similar experiences and fostering a sense of community and understanding (Hollie Gazzard Trust, n.d.; Sumra et al., 2023).

## Navigating the Platform:

Once logged in, you can navigate the Hollie Guard app using the following features:

**Home Screen:** Displays your current status, recent alerts, and quick access to key features.

**Alerts:** You can raise an alert by holding the hexagon button for 3-6 seconds. This activates the phone's camera and sends a message to your pre-defined emergency contacts<sup>2</sup>.

**Meeting Timer:** This function sets a timer for potentially dangerous meetings or tasks. If you don't mark yourself as safe before the timer expires, an alert is raised<sup>2</sup>.

**Journey:** This app allows you to set a start and end point. It monitors your journey and alerts your nominated contacts if you don't arrive safely<sup>2</sup>.

**Evidence Gathering:** When raising an alert, the app automatically starts your smartphone's camera and microphone to capture real-time evidence.

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**Settings:** Customize your profile, manage emergency contacts, and update your PIN code.

## Information Documented

**User Details:** Your name, email address, and mobile number are required for account creation and authentication.

**Emergency Contacts:** The app stores the contact details of your nominated emergency contacts, including their names and phone numbers. This enables the app to send alerts and notifications to them when needed.

**Location Data:** The app tracks your real-time location when you raise an alert, use the Journey mode, or activate the Man Down feature. This location data is crucial for directing help to your precise location.

**Alert History:** The app records the details of any alerts you raise, including the time, date, and nature of the alert. This history can help review past incidents and provide evidence if needed.

**Audio and Video Recordings:** The app automatically records audio and video evidence when an alert is activated. These recordings are securely stored and can be used to provide proof of the situation.

**Journey Logs:** The app logs your start and end points and routes when using the Journey mode. This information ensures your travel safety and alert contacts if you don't arrive at your destination.

**Meeting Timers:** The app records the details of any meeting timers you set, including the start and end times. If a timer expires without being cancelled, an alert is raised, and the information is documented.

These pieces of information are securely stored within the app to ensure users' safety and privacy. Refer to the Hollie Guard website for further details on the app's data handling and privacy practices.

## Open the application.

[How To Download - Hollie Gazzard Trust](#)





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## References:

- Hollie Gazzard Trust. (n.d.). \*Hollie Guard Features\*. Retrieved from [Hollie Guard Trust Website](<https://holliegazzard.org/hollie-guard/>).
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