

Project 529 FAQ

How does this work?

We load your bike's serial number and some photos into a database. You get an email that allows you to create an account and update your bikes online. No one else apart from us or, if you have authorised them, the police can see your details. If you mark your bikes as stolen on the website it will appear on social media and police hotlists. If a member of the public sees your bike they can notify you via the platform without needing to know your contact details. Police can check suspicious and abandoned bikes to see if they're stolen. People buying secondhand bikes can check the database.

Why would I use this?

Registering your bike will reduce the chance it is stolen, and if it is stolen, increase the chance you'll get it back.

How secure is this?

The system has been built by professionals with security and privacy as uppermost at mind and using industry-standard technologies. Project 529 has millions of bikes registered and is used around the world. However, any database accessible via the internet is vulnerable to attack. Project 529 deliberately collects as little private information as possible to minimise the impact of a security breach. As a bare minimum, it needs an email address and a description of your bike.

Will you spam me?

No. You will receive one email to advise you we have registered your bike. If you choose to create an account you will receive a second email to confirm your email address. If your bike is stolen you may receive additional emails if someone finds your bike or a phone call from police if you've loaded your phone number and authorised police to contact you.

Do you sell my data?

No. We do not sell your data under any circumstances, not even at an aggregate level.

Who do you share my data with?

We do not share your private data with anyone apart from the police and then only if you authorise them to view it. If you mark your bike as stolen your bike details will be shared with the world, but your contact details will remain private. You can mark photos as public or private. All metadata is removed from photographs.

How much does it cost?

Project 529 is free for bike owners and bike shops to use.

How do you pay for this?

Project 529 charges a licence fee to local government and transport authorities and sells stickers and consulting services. Bike Auckland receives sponsorship to fund brochures and operational costs.

What if I sell my bike?

If you sell your bike you can log onto the platform and transfer it to a new owner by entering their email address