

To the General Manager:

I have handed this paper to your security employee who has requested to see my receipt following a purchase, a request I politely refused. I recognize that this employee is doing the job you have assigned, and this should not be seen as an indication that this person has done anything but a fine job.

However, I am insulted by your practice of treating every customer as a potential thief. Note that this lack of goodwill results not only in my future choice of other, more customer-oriented stores over your own, it also results in significant negative word-of-mouth advertising regarding my shopping experience. Consider that you will have to spend substantial amounts of revenue in advertising for new customers with each customer you lose to this charade.

I sincerely hope you will reconsider your policy of checking receipts at the door. I recognize that shoplifting and other forms of loss are a challenge to retail establishments, and I encourage you to take measures—including increasing the number and training of sales associates—to reduce loss. Insulting your customers is the wrong approach.

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**I didn't steal anything.**  
(Thanks for asking.)

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