

THE SAFE QR CHECKLIST

Take responsibility for your QR codes in the field. These guidelines will minimize QR fraud, help users build trust in your program, and maximize your campaign flexibility.



MAKE THE DESTINATION CLEAR

- ☐ Print the plain-text destination beneath the code (URL / network name / payee)
- ☐ Keep the destination short so it fits in the ~30-char camera preview
- ☐ Use your brand name first so the user can verify that it is yours

OWN YOUR PLUMBING

- ☐ Point to a domain you own, don't use generic third-party shorteners
- ☐ Generate QRs in-house, don't use a "free dynamic QR" site that can hold it hostage
- ☐ Point to a permanent redirect relay, not a one-off campaign URL. This helps with verification, but also allows you to change the destination without re-prints
- ☐ Plan for when the campaign ends, swapping to a landing page rather than 404

DESIGN FOR TAMPER RESISTANCE

- ☐ Print codes directly on the material, never use a sticker for your QR
- ☐ Add your logo to the QR so a generic overlay looks spoofed. You'll need to raise error correction to Q/H
- ☐ Recess it or set it behind a fixed surface so a sticker has an obvious edge
- ☐ Choose a matte finish, not high-gloss which causes glare and impacts the scan
- ☐ If you have a public facility, train staff to eyeball and finger-check codes regularly

ESTABLISH CLEAR BOUNDARIES

- ☐ Say what the code does: "Scan to view the menu", not just "Scan Me"
- ☐ Say what it will never do: "We never ask for payment directly from this QR Code"
- ☐ Keep tracking params off the printed URL; track all activity server-side

PRODUCTION SPECS

- ☐ Maintain a Quiet Zone: add at least 4 modules of clear margin on all sides
- ☐ Use high contrast: dark code on a light background, avoid brand colored codes
- ☐ Size for use in the field, using a 10:1 ratio of scan distance to code dimensions
- ☐ Proof on actual stock; test-scan with iPhone and Android on-site, in real lighting



Canary the app that shows what a QR really does before you tap - canaryscanner.com

- Complete Field Guide here: canaryscanner.com/research/trustworthy-qr-field-guide
- Contact **Dan Foley** [dan\[at\]canaryscan.app](mailto:dan[at]canaryscan.app) and feel free to share this document