

lowing qualities possessed by the character (plus one point per negative quality, minus one point per positive quality):

**Positive Qualities:** Blandness, First Impression, Lucky

**Negative Qualities:** Addiction, Bad Luck, Combat Paralysis, Elf Poser, Gremlins, Incompetent, Infirm, Ork Poser, Scorched, SINner (criminal SIN only), Spirit Bane, Uncouth, Uneducated

### Gaining Notoriety

The gamemaster awards additional Notoriety points for appropriate actions or circumstances. Here are some examples of things that may earn a character a Notoriety point:

- Failing or refusing to finish a run.
- Insulting or otherwise pissing off a Mr. Johnson.
- Picking a fight and losing.
- Incredibly obnoxious or callous behavior. (“Forget returning that orphanage’s money. Let the brats starve.”)
- Getting arrested.
- Betrayal.
- Killing an innocent person.
- Earning a powerful enemy or contract on her life.
- Working for a dragon.
- Exceptional bad luck.

Note that a character should never earn a Notoriety point for something he’s already earned a Notoriety point for, unless she has somehow gone about it in an innovative way.

Characters can reduce their Notoriety by permanently sacrificing some of their Street Cred. For every 2 points of Street Cred burned, Notoriety can be reduced by 1.

### Notoriety Applications

Depending on the situation, Notoriety serves as a modifier to the character’s Street Cred. If a character is trying to earn someone’s trust or otherwise win them over, subtract Notoriety from Street Cred before applying the Street Cred dice pool modifier to Social Skill Tests. (Note that Street Cred cannot be reduced below 0.)

In situations that involve intimidation or fear, Notoriety is added as a bonus to the character’s Street Cred instead. A troll ganger with Street Cred 2 and Notoriety 4 has an effective +6 dice pool bonus for intimidating her minions.

Like Street Cred, Notoriety is only effective when applied to people who would know of the character’s notorious rep.

Note that gamemasters can use the threat of Notoriety to reduce the amount of out-of-character amoral behavior, gun-bunny hijinks, and outrageous body counts in their games. Highly notorious characters are also more likely to be targeted by police, revenge-seekers, or young hotshots looking to make a rep for themselves.

## PUBLIC AWARENESS

Public Awareness measures how much the character appears on the radar of the media, authorities, and public at large. The stronger a character’s rep grows in the shadows, the more likely it is that people outside the shadows will know of her as well.

Public Awareness is the sum of a runner’s Street Cred and her Notoriety, divided by 3 and rounded down. Public

Awareness can never go below 0—a nobody is still a nobody, in or out of the shadows. For example, a very successful street samurai with a Street Cred of 7 and Notoriety of 2 would have a Public Awareness score of 3 ( $7 + 2 = 9$ ;  $9 \div 3 = 3$ ). At the gamemaster’s discretion, any exceptional efforts the character has made to keep her profile low and activities secret can be used to reduce this score. Likewise, if anything the character does is intentionally or inadvertently splashed on the news, the gamemaster should increase the score accordingly.

A character whose Public Awareness is 3+ is well known among those who keep an eye on the shadows; the name of a character with a Public Awareness of 10+ is a household word, and may even have sim or trid characters based on her legendary exploits.

### Public Awareness Applications

Public Awareness serves as a dice pool bonus for any appropriate Knowledge Skill Tests to determine if a character from outside of the shadows has heard of the shadowrunner, and what they might know of the runner’s history and rep. If a character is aware of the runner’s rep, then the rules for the runner’s Street Cred and Notoriety apply.

While Public Awareness may help you score that novel contract based on your shadowrunning memoirs, it will mostly act as a detriment to your shadowrunning career. If your Public Awareness is 3 or higher, you can expect police and security agencies to have a dossier on your activities, and you may even be singled out as an example for capture/prosecution/elimination. Likewise, potential Johnsons and even other runners might consider you too high-profile to work with.

## IDENTIFICATION, PLEASE

Identity is something that shadowrunners take very seriously—especially when it comes to their real ones. Thanks to the modern Matrix and advances in data storage and data mining, it’s easy to track people by their names, SINs, credit transfers, and even the physical movements of their commlink if you know what you’re doing. As most shadowrunners value their privacy, they tend to take anonymity to an extreme.

### WHAT’S IN A SIN?

The UCAS introduced System Identification Numbers (SINs) in 2036, requiring the registration of every UCAS citizen. Individuals residing in the UCAS without a SIN are considered “probationary citizens,” which means they are not allowed to vote and have few to no civil rights. Nowadays, SINs are legally registered at birth—assuming the birth is legally recorded. Many births still happen outside of normal channels—especially in poor or barrens areas.

Not every nation in the world uses SINs—most do, but they may name them differently (for game purposes, however, we use SIN as the default term). The GSINR (the Global SIN Registry, a fully-funded project of the Corporate Court) is the regulatory body that sets the worldwide standards for how SINs are used and assigned—and also what data is correlated with them. Extraterritorial corporations are required to adhere to these protocols by corporate law, issuing corporate