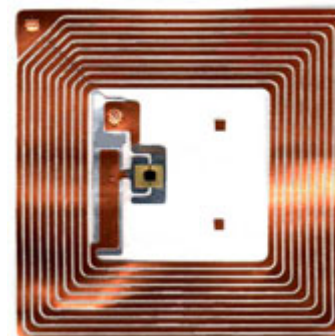
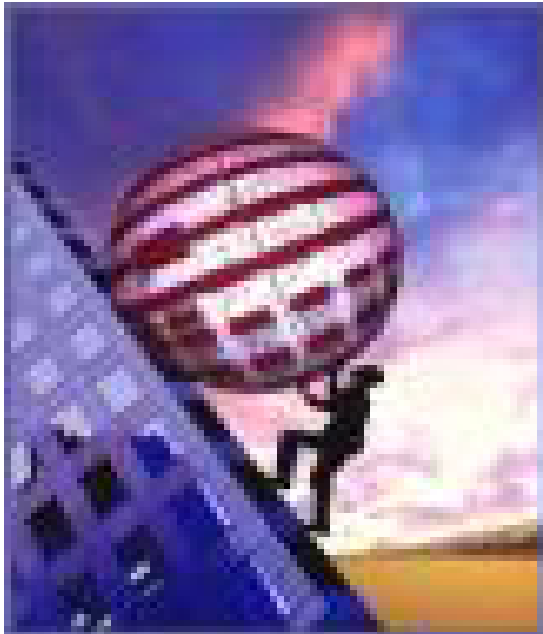


Consumer requirements for RFID



ICTSB seminar on RFID standards

- **ANEC in a nutshell**
- **Consumer requirements for RFID**
- **Conclusions**



The European consumer voice in standardisation

History



- **Established on the initiative of national consumer organisations and public authorities**
- **Co-funded by the European Commission and EFTA in 1995 – consumer organisations contribute ‘in kind’**

Objectives



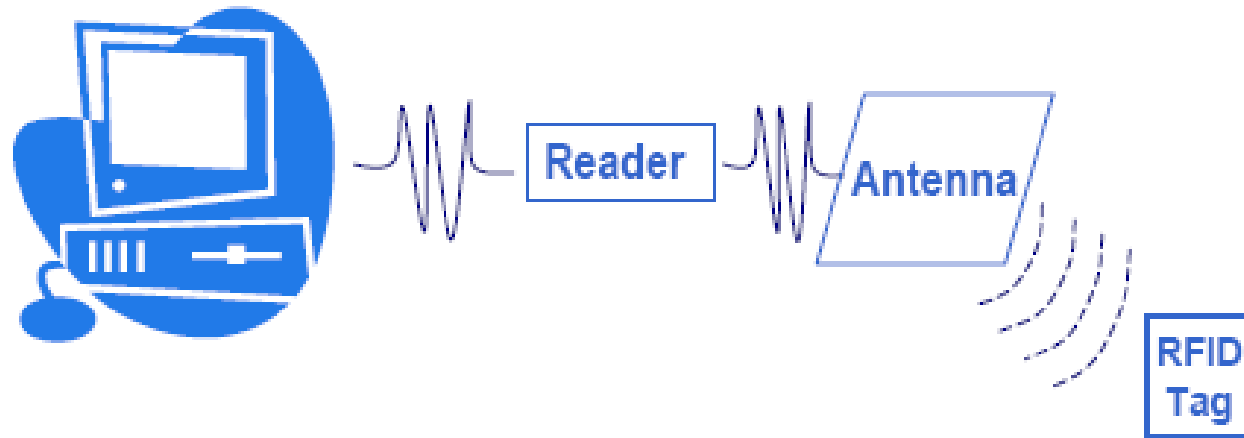
- **Ensure a high level of protection**
- **Counterbalance the industry view**
- **Promote new concepts such as
Design for All**
- **Ensure public interest representation**

Networking



- **Affiliate member of CI**
 - **Member of TACD**
 - **Associate Member of CEN**
 - **Cooperating Partner of CENELEC**
 - **Full member of ETSI**
 - **Member of  WORLD WIDE WEB
consortium**
 - **Observer to ISO-COPOLCO**
 - **Member of European Consumer Consultative Group (ECCG)**
-

RFID system



Consumer Requirements



ANEC/BEUC joint position paper on RFID (July 2007):

- **Right to know and right to choose**
- **Privacy and data protection**
- **Security**
- **Health**
- **Environment**



Personal Data



Art.2 Directive 95/46/EC :

- any information**
- relating to**
- an identified or identifiable**
- natural person**

Legitimate use



Art.7 Directive 95/46/EC :

- data subject has unambiguously given consent**
or
 - processing is necessary for the performance of a contract**
or
 - processing is necessary for compliance with a legal obligation**
or
 - processing is necessary for the purposes of the legitimate interests of controller (....)**
-

Threats to privacy



People tracking and behaviour monitoring

Aggregation of personal information

Sharing data with third parties

Unauthorized reading

Function creep

Covert use



Consumer positions have to be based on scientific evidence!



Example: RFID



ICT R&T project 2007 “Consumer requirements for RFID standards” by Intertek

R&T draft findings



Awareness of RFID technology is surprisingly low

In NL, only **25% of respondents said they had heard of RFID and were aware of some applications**

R&T draft findings



Surveys reveal that privacy is the dominant concern consumers have about RFID

Majority respondents to EC consultation on RFID in 2006

In NL, 57% of respondents think unauthorised people will gain access to RFID databases

R&T draft findings



RFID inherent characteristics (pervasive, etc) mean privacy cannot be protected through technical security measures alone as they will not prevent the use of a RFID to profile consumers

55% of respondents to EC consultation think legislation on RFID is the best solution to protect privacy while **14%** support industry self-regulation

Conclusions



Standards may help making RFID deployment secure and compatible with data protection rules only if those rules are applied to RFID systems in a way that best defends the consumer interest

Conclusions



Standards should be widely available to all interested parties and not be used as a means of market segmentation

Standards alone should not be used to address RFID consumer issues such as privacy and security

Thank you for your attention!

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