

Privacy and Security Issues: The EC RFID Recommendation on Privacy and Data Protection

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Marisa Jimenez

RACE Network RFID WP1 "Business and Policy Liaison"

Public Policy Director Europe, GS1

AGENDA

- Presentation of RACE Network RFID
- Privacy and Security issues of RFID: the EC Recommendation
- Main elements
- Our role as a Race Network RFID
- Towards implementation
- EC Roadmap
- Final remarks

a new European Union Thematic Network Project

*positioning the EU as a
world leader in RFID excellence*

www.race-networkrfid.eu



OUR VISION:

To provide a network of excellence that creates opportunities and increases the competitiveness of European Member States in the area of RFID thought leadership.....development.....and implementation

While at the same time...

Creating awareness and positioning RFID within the mainstream of information and communications technology (ICT)

The EC RFID Recommendation

- The Recommendation is addressed to Member states and it is not binding. Nonetheless, it creates **expectations** to consumers in Europe and perhaps have a spill over effect in other regions.
- It is designed to discourage unilateral member state action, and promotes a **coherent**, harmonised approach throughout the EU
- It includes **information requirements**, the obligation to conduct **privacy** impact **assessments** for all RFID application operators (RFID users) and some **deactivation** provisions.
- The Recommendation will last **3** years.

Information Requirements

- The **information** requirements of the Recommendation respond to the need for greater **transparency** about the use of RFID in concrete applications
- The RFID application operator will address the what **who**, **how**, and **why** of its **own** application
- The Recommendation is **flexible** as to the means/method of delivering that information to the public; however, special attention is granted to the presence of **tags** in retail goods and **readers** through harmonised **European** signs.

Privacy Impact Assessment


- An assessment of a given RFID **application**
- Implications for data protection and privacy within the given application spelled out
- **Must define mitigation measures** taken to address potential (but defined) privacy risks
- The **result** of the PIA of an RFID application will be critical in determining whether **deactivation** will be automatic or only at the request of the consumer.

Deactivation in Retail

Likelihood of personal data processing e.g. Personal information is contained in the tag or there is likelihood of linkage **posing likely privacy risk-** to be determined by the Privacy Impact Assessment (PIA)

Automatic deactivation/removal at PO  OPT IN

Some PIA will conclude that the application **doesn't represent a likely threat to privacy** or the protection of personal data e.g. negligible/ no likelihood of privacy risk

Deactivation/removal only at customer's request  OPT OUT
(Free of charge, immediately or later)

RACE Network RFID

RACE Network RFID calls for the EU Commission Member state and stakeholder **dialogue** in the **implementation phase** of the Recommendation in order to:

- Ensure **coherent application** of the guidance provided in the Recommendation **to avoid barriers to deployment** of the internal market and the fragmentation
- Develop **guidelines to allow for easy, practical, and effective implementation** of the RFID Privacy and Data Protection Recommendation, including the support for the **deployment** of RFID applications that are **privacy** friendly and data protection compliant, following the provisions of the Recommendation.

Cont'

- **Secure meaningful stakeholder input** e.g. as regards the development of Privacy Impact Assessment (PIA) guidelines or a common European sign for RFID
- Recognize the **SME community's** needs and requirements.
- Increase the **awareness** of RFID use to the benefit of the general public and consumers in particular.

Towards Implementation: RACE Network RFID

Develop PIA Framework

- Industry driven with stakeholder input: RACE Network RFID will play a role in testing PIA framework results operationally

Security applications

- Member states are recommended to select those application types with specific security repercussions/threats for the public
- RACE Network RFID will promote coherent views- exchange of views

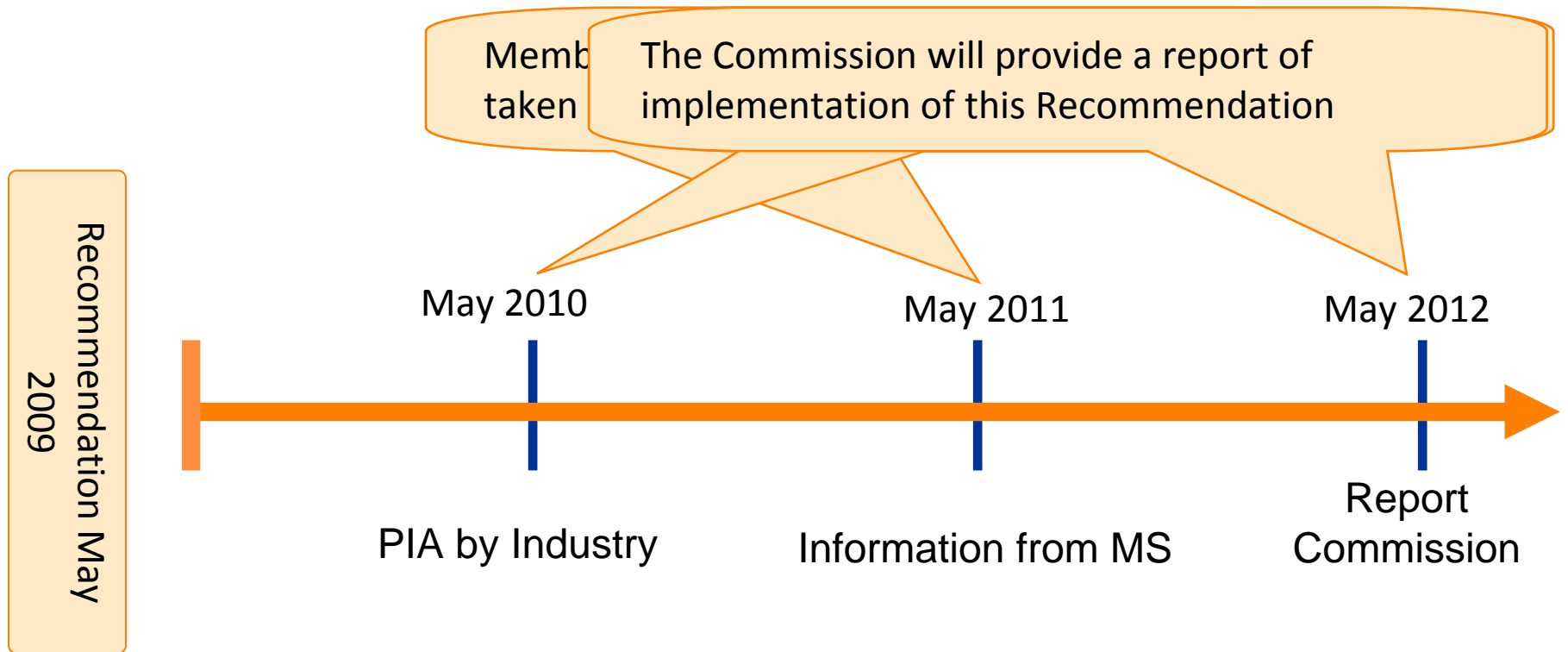
Development of harmonised signs

- RFID Privacy Mandate to European Standards organisations
- RACE Network RFID to provide stakeholder input

Awareness Raising

- RACE Network RFID to enable the Increase of awareness levels about the technology through promotion of business education, best practices for consumer information and assisting Member states

Towards Implementation: EC Roadmap



Source: DG INFSO

First EC Informal RFID Recommendation Implementation Group meeting will take place on July 8th

RACE Network RFID will participate

Last but not Least...

- RACE Network RFID believes in **dialogue and best practice sharing** with countries in other regions
- Our aim is to learn from **other visions and experiences in the area of RFID deployment** as well as setting the conditions for enhanced cooperation.

THANK YOU!

Marisa Jimenez

Marisa.Jimenez@gs1.org

RACE Network RFID Coordinator:

Remi Ronchaud

Remi.Ronchaud@ercim.org

www.race-networkrfid.eu