

ANEC press release "New EU logo and standards to help protect consumers privacy"

**To the members of the ANEC General Assembly and the Information Society WG
FOR INFORMATION**

Dear All,

ANEC welcomes the recent adoption of the European standards on a logo and procedures for the protection of consumers personal data when Radio Frequency Identification (RFID) chips are used.

Consumers need confidence to fully embrace Radio Frequency Identification (RFID) technologies. A precondition for the successful take-up of RFID is that it be introduced by industry in full respect of privacy, and that consumers remain in full control of their personal data.

This is why we contributed to the implementation of the legal framework and standards on RFID in order to protect consumers' privacy by design and by default.

We worked on the European Commission Recommendation on privacy, data protection and security aspects of RFID technology of 12 May 2009, which took into account many of our comments. For example, in retail, the opt-in approach will guarantee that tags will be automatically and immediately deactivated at the point of sale if personal data are likely to be collected and processed, unless the consumer explicitly asks to keep the tags on.

Consumers must know where, when, why and how RFID is being used in their surroundings. Signs or logos showing the presence of tags and readers are to be welcomed. For this, the European Commission issued a standardisation mandate (M/436) to request the European Standards Organisations to develop standards on data protection, privacy and information security aspects of Radio Frequency Identification (RFID) applications. ANEC was able to influence the content of the mandate as far as "privacy by design" is concerned with the results of a 2007 research study on RFID standards, commissioned by ANEC. And we contributed to the elaboration a series of standards on RFID. Notably, we supported the approval in April this year of EN 16570 "Information Technology – Notification of RFID – The information sign and additional information to be provided by operators of RFID application system" and EN 16571 "Information technology – RFID privacy impact assessment process". We would like to thank very much ANEC expert Peter Eisenegger who fought valiantly and restlessly for the consumers positions to be taken into account in this activity.

We also called for privacy and security impact assessments that would guarantee that privacy and security questions are addressed prior to the implementation of RFID applications. For this, we contributed to the elaboration in 2011 of a Privacy and Data Protection Impact Assessment Framework for RFID Applications, prepared by industry and endorsed by the Article 29 Data Protection Working Party^[1].

We hope that now the legal and standardisation frameworks are robust enough to allow for RFID technologies to be use to the advantage of consumers (such as in the case of product tracing and tracking for increased market surveillance) while guaranteeing the respect of their fundamental right to private data protection and privacy.

You can find the ANEC Press Release at the following link:

<http://www.anec.eu/attachments/ANEC-PR-2014-PRL-012.pdf>

You can find more information at the following link:

http://europa.eu/rapid/press-release_IP-14-889_en.htm

Kind Regards

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