



Press Release:

New EU logo and standards to help protect consumers privacy



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ANEC welcomes the adoption of European standards on the procedures and logo for the protection of consumers personal data when Radio Frequency IDentification (RFID) chips are used¹. “ANEC believes consumers should be informed of the presence of the RFID tag by a clearly understandable sign”, said ANEC Secretary-General, Stephen Russell.

¹ CEN EN 16570 “Information Technology – Notification of RFID – The information sign and additional information to be provided by operators of RFID application system”, CEN EN 16571 “Information technology – RFID privacy impact assessment process”; CEN/TR 16669 Information technology – Device interface to support ISO/IEC 18000-3; CEN/TR 16670 Information technology – RFID threat and vulnerability analysis; CEN/TR 16671 Information technology – Authorisation of mobile phones when used as RFID interrogators standard; CEN/TR 16672 Information technology – Privacy capability features of current RFID technologies standard; CEN/TR 16673 Information technology – RFID privacy impact assessment analysis for specific sectors standard ; CEN/TR 16674 Information technology – Analysis of privacy impact assessment methodologies relevant to RFID standards

RFID is a technology for the transmission of data stored on the microchip of a credit card, travel card, price tag, etc. As the technology is 'contactless', data can be read remotely from within the local geographical environment of the microchip. The risks of identification and profiling of consumers are multiplied by the proliferation of data capture and collection everywhere, from public transport to the workplace, from shopping to social networking. The data collected can be used to profile the behaviour of consumers for both commercial and law enforcement purposes.

"A precondition for the successful use 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", added Mr Russell "This is why ANEC contributed over many years to the development of standards that will provide industry with a means of compliance to EU data protection rules. Consumers are ready to accept new technologies, such as RFID, if respect of their fundamental right to private data protection and privacy is guaranteed. We have a sound legal framework which is now underpinned by robust technical standards".

According to the standards, consumers should be provided with clear and simple information so that they can understand if their personal data is to be used; the type of data that is to be collected (such as name, address or date of birth) and for what purpose. They should also be provided with labelling clearly identifying the devices that 'read' the information stored in smart chips, and a contact point for more information. Before using RFID technology, businesses should conduct privacy & data protection impact assessments, reviewed by data protection authorities, to assess the risks to privacy consumers face.

ENDS

About ANEC

ANEC is the European consumer voice in standardisation, defending consumer interests in the processes of technical standardisation and conformity assessment, as well as related legislation and public policies.

ANEC was established in 1995 as an international non-profit association under Belgian law and is open to the representation of national consumer organisations in 33 countries.

ANEC is funded by the European Union and EFTA, with national consumer organisations contributing in kind. Its Secretariat is based in Brussels.



Raising standards for consumers

**European association for the coordination of consumer representation in standardisation
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