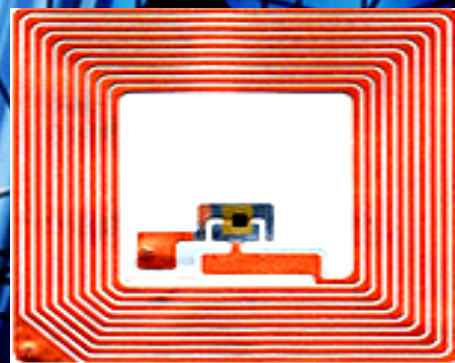


# Security and privacy aspects for RFID – The European way

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# European perspective on RFID

**RFID tags have a bad reputation in Europe**

**Consumer perspective not sufficiently  
considered by industry**

**Citizens' interests, not just consumers' are important**

**Stakes are high for Europe**

**Important in order to keep competitiveness of European players**

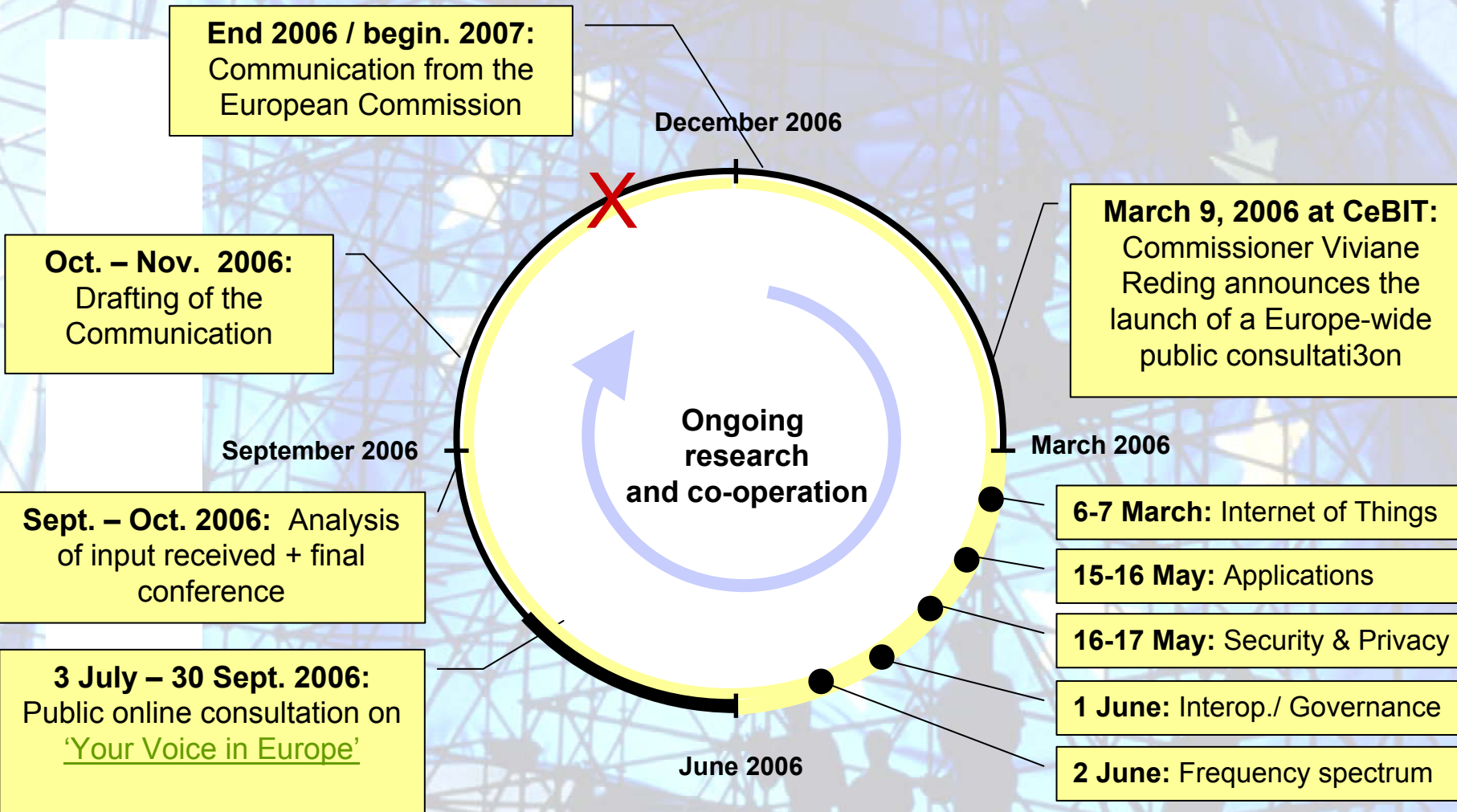
**Strong technological and industrial bases**

**Huge market for software and service providers (large and SME)**

**Urgent need of a continued dialogue to rebuild trust**



# Roadmap – RFID Public Consultation 2006



# RFID - Applications

## Focus is on

### Process efficiency

Quick response through real-time geographical information (supply chain, logistics etc.)  
reduction of losses in retail supply chain

### Safety and Security (Tracing and anti-counterfeiting)

Healthcare and pharmaceuticals, food chain, logistics (processes), aerospace, people with  
additional needs, children traceability etc.

## Focus will be on

### New products and services

Intelligent products, services based on sensing

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#### Regarding consumers:

Consumers want the right to choose.

#### Regarding governments:

Can stimulate the emergence of new applications, while not discriminating in favour of specific technology solutions.

#### Regarding SMEs and businesses:

Knowledge sharing via a multi-stakeholder platform or partnership on trans-national level.



# Privacy and security

## **Users' privacy protection / security protection**

**Core principles and mechanisms should be defined**

### **EU's Data Protection Directive**

Stakeholders are asked to comply with set principles

“Working Party 29” is working on definition of private data

### **Global accord**

**Global understanding, principles and best practises for privacy and security**

**Governance issue for Look-up services and digital identities**

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### **In addition: societal concerns**

**RFID use in the workplace**

**Health and security**

**Environmental-friendly RFID tags**

# Next steps

## **A policy action plan for 2007 about**

RFID use in specific application domains

**Data privacy, personal data and security**

**Interoperability, standards and governance**

Frequency spectrum

**Innovation and research support (FP7, CIP)**

International co-operation

## **Dialogues**

**International dialogues with Asia and United States**

**Dialogue with industry for them to develop/improve guidelines and best practises**

## **RFID conferences and events**

**IST event Nov. 2006 Helsinki (session on RFID)**

**Germany is planning an RFID conference (June 25 – 26 in Berlin)**

**Portugal is considering an RFID event (Q4 2007)**

**RFID academic convocation in Europe in Q1 2007 (planed)**



# Conclusion

**Europe is committed to RFID**

**Taking an key role in a global context**

**Developing a “win-win” solution**

**Preserving European values on privacy and security**

**THANK YOU!**



**More information on [www.rfidconsultation.eu](http://www.rfidconsultation.eu)**





