



GS1 Launches New Privacy Tool for RFID

PRESS RELEASE - FOR IMMEDIATE USE

Toronto, Ontario, December 9, 2011 – Global supply chain standards organization GS1 Canada today announced the availability of a Privacy Impact Assessment (PIA) Tool that companies can use to perform privacy risk assessments on Radio Frequency Identification (RFID) technology and Electronic Product Code (EPC) implementations.

The tool was developed in collaboration with GS1 member companies and Member Organizations from around the world. It aims to help companies determine potential privacy risks and the steps required to address them. The tool is flexible enough to allow broad usability by businesses of all sizes in different sectors, including retail, consumer goods, manufacturing and grocery, while fostering global consistency.

"Privacy impact assessments, when properly executed, are Privacy by Design best practice. When systemically applied, privacy may be directly engineered into technologies and information systems from the outset, with win-win results for both businesses and consumers. I welcome and applaud this new initiative." said Dr. Ann Cavoukian, Information and Privacy Commissioner of Ontario, Canada.

GS1 Canada is recommending the Privacy Impact Assessment tool be considered as a Canadian best practice to proactively address privacy risks. "Globally, companies are beginning to leverage RFID technology for inventory management to better serve their customers," commented N. Arthur Smith, President and CEO, GS1 Canada. "This tool can help industry build RFID applications that meet business needs while proactively protecting consumers' privacy. Canada already has a strong privacy framework in place; we look forward to working with Privacy Commissioners across Canada to adapt the tool for Canada's unique marketplace."

In Europe, several companies have already announced they will be using the tool for new applications. They include retailers Carrefour, Metro Group and Walmart/Asda, manufacturer Procter & Gamble, logistic provider Deutsche Post DHL and technology provider Checkpoint Systems. "The PIA Tool builds on the GS1 EPCglobal community's longstanding commitment to addressing privacy considerations and we are pleased that organisations from several countries have already started using it," stated Miguel Lopera, President and CEO of GS1.

"The PIA template developed by GS1 helps retailers and the consumer goods industry to further advance the privacy and security of their RFID systems. This is another important step towards a responsible implementation of the technology in the best interest of the consumers", says Dr. Gerd Wolfram, Managing Director, Metro System, an international wholesale company based in Germany.

"Safeguarding privacy is fundamentally important to the responsible application and implementation of RFID technology. The development of this framework and the GS1 PIA Tool provides a global process to ensure accountability for protecting privacy and is an important step forward for this technology," said Sandy Hughes, Past Chairman, International Association of Privacy Professionals.

The GS1 EPC/RFID Privacy Impact Assessment Tool is available at: <http://www.gs1.org/epcglobal/pia>

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About GS1 Canada

GS1 Canada is a member of GS1, the world's leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada enables its more than 20,000 members – organizations of all sizes from over 20 sectors across Canada – to enhance their efficiency, safety and cost effectiveness by adopting electronic supply chain best practices. Learn more at www.gs1ca.org.



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For more information, contact:

Sarah Charuk
Senior Manager, Communications
GS1 Canada
416-510-8039 x.2229
sarah.charuk@gs1ca.org

BACKGROUND

Privacy Impact Assessment (PIA) Framework

The PIA tool is based on the PIA Framework, which was endorsed in April 2011 by the European Commission, the European Data Protection Authorities (also known as Article 29 Working Party), GS1 and several industry trade associations in Europe. It provides a streamlined approach to meeting European Commission guidance on industry accountability for RFID applications.

The European Commission *RFID Recommendation* of May 2009 calls for industry to conduct Privacy Impact Assessments (PIAs) on RFID applications based on a PIA Framework agreed to by industry and approved by the Data Protection Authorities. In April 2011 the PIA Framework was approved by the Article 29 Data Protection Working Party, the European Commission, and industry represented by trade associations and some of the leading companies that will deploy RFID in Europe. GS1's work on the Framework builds on its Privacy Guidelines for Consumer Products developed in 2003 and adopted in 2005. The new procedures have been drawn up to ensure the privacy of personal data as Radio Frequency Identification (RFID) becomes more commonplace.

RFID

Radio Frequency Identification (RFID) is a fast developing technology that makes it possible to automatically identify objects by attaching a small electronic chip, or smart tag. The data is exchanged using [radio waves](#) to transfer data from the tag to a reader for the purpose of identifying and tracking the object. RFID improves supply chain efficiency by identifying items at a distance.

EPC

GS1 developed the industry-driven standards for the Electronic Product Code™ (EPC) to support the use of RFID in today's fast-moving, information rich, trading networks. The goal is increased visibility and efficiency throughout the supply chain and higher quality information flow between companies and their key trading partners.

GS1 developed the Gen 2 standard for EPC RFID applications in the supply chain that are increasingly being used by retailers to track items such as apparel and consumer electronics in the supply chain. The GS1 EPCglobal Gen 2 standard can also be deployed in many non-supply chain applications, for instance, to record a marathon runner's time in a race.

Find out more at <http://www.gs1.org/epcglobal>.

GS1

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve efficiency and visibility in supply chains. It is driven by 1.3 million companies, which execute more than six billion transactions daily in 150 countries with the GS1 System of Standards. GS1 has local member organisations in 110 countries. Its global office is in Brussels.

Find out more at www.gs1.org.