

# RFID: “Really Ferocious ID”

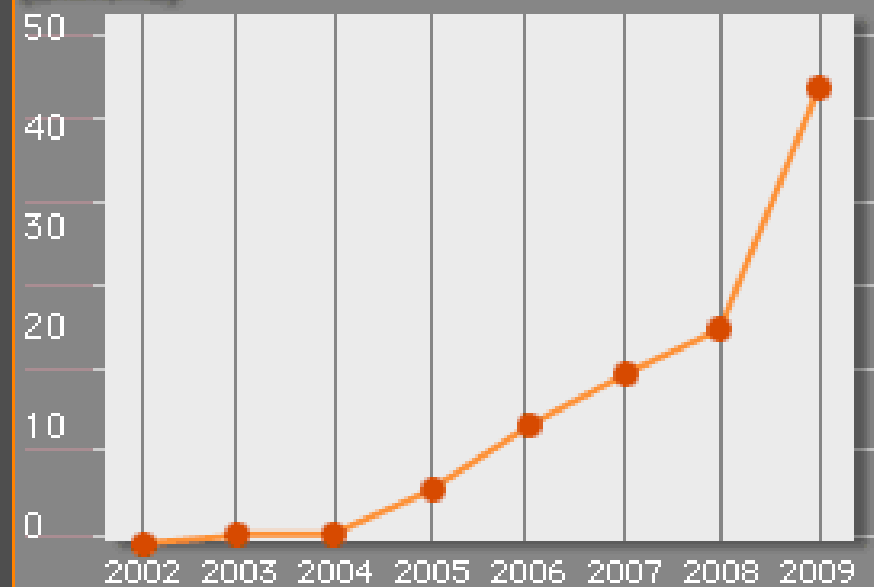
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# It's Happening

## RFID makes waves

In a few years, analysts predict, billions of products will ship with attached radio frequency identification tags.

Number of CPG items tagged (billions)



SOURCE: Forrester Research

# People Care



# People Really Care



# And They're Angry

**PROTECT YOUR PRIVACY**

DON'T BUY ITEMS THAT CONTAIN  
TRACKING DEVICES!

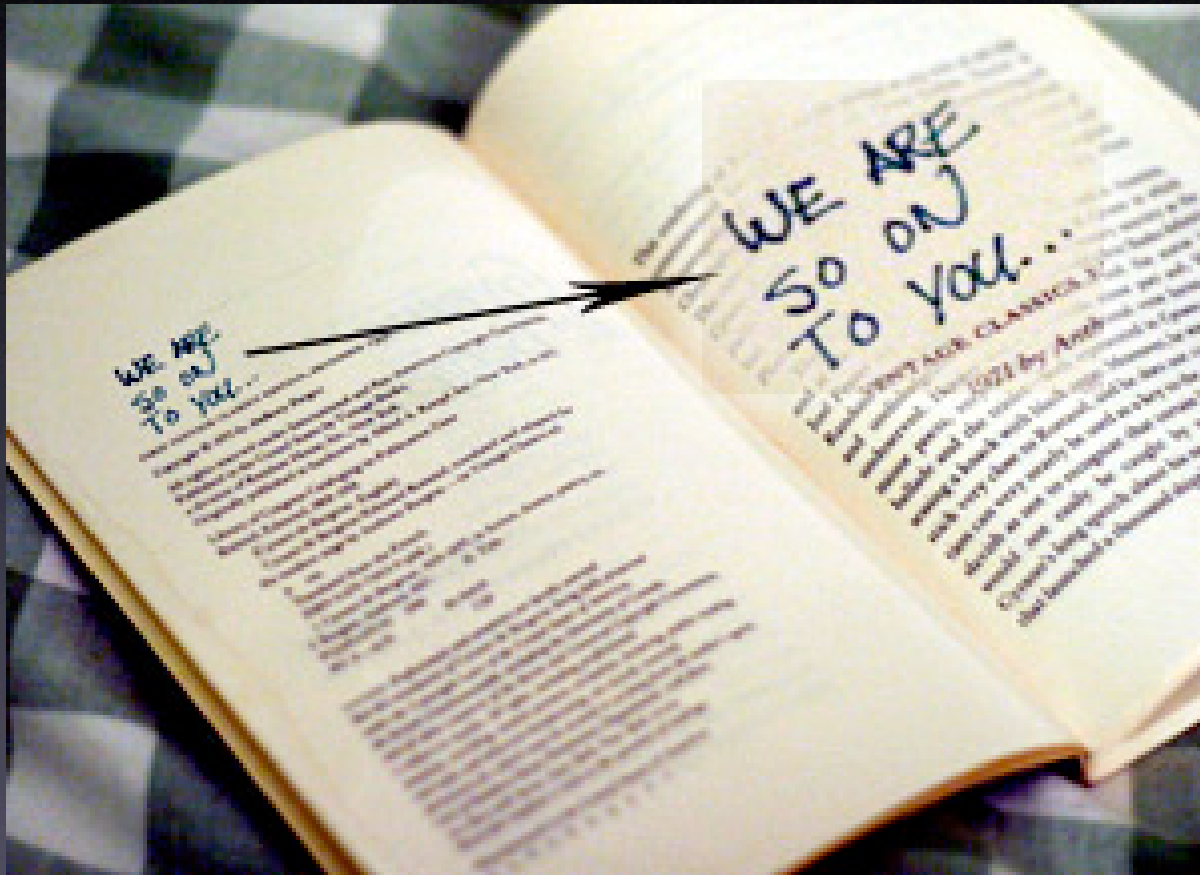
# RFID and National ID



# Why So Secretive?



# Books that Tattle



# Clothes that Spy



Two words

“Tin foil”

[click postcard to view back]

RFID "Foiling" Kit

# PROTECT *your* privacy

### Instructions for use:

1. Remove aluminum foil from plastic bag.
2. Fold foil around RFID-encoded document.
3. Drop document in your purse or wallet and go!



## PERSONAL RFID SHIELD

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OECD Privacy Guidelines are  
the right starting point, but ...

# 5 W's of RFID Privacy (to promote transparency)

- *Where* is the RFID?
- *When* is data collected?
- *What* data is collected?
- *Who* collects the data?
- *Why* is the data collected?

Can anyone answer these 5 questions for their proposed RFID application?

Are they prepared to reveal the answers?

# EPIC (not EPC ;-> ) and RFID

Support Consumer Groups

Regulate Medical Applications

Limit ID and Border Control

# Consumer Groups Are Right

- ★ TACD, CASPIAN, EDRI
- ★ Guidelines, kill techniques
- ★ “Products, yes. People, no”
- ★ “Inventory, yes. Purchases, no”

# EPIC Proposal for US Dept. of Health and Human Services

## Four Tiers

- Product only (bulk container)
- Product and person mixed (consumer packaging)
- Person - temporary (bracelet)
- Person - permanent (implant)

# EPIC Comments to US Dept. of Homeland Security on RFID

- \* Assess security and privacy risks
- \* Follow ICAO and require Basic Access Control
- \* Enforce legal rules (US Privacy Act)
- \* No covert tracking (I-94 visitor form)
- \* No unencrypted signal (US passport)

# RFID and Privacy and Kids

I would:

(a) Implant an RFID chip in my child

(b) Have my child wear an RFID bracelet that cannot be removed

(c) Allow my child to carry an RFID-enabled ID card

# EPIC PRIVACY THREAT INDEX

SEVERE

HIGH

ELEVATED

GUARDED

LOW

# Resources

- [spsychips.com](http://spsychips.com)
- [edri.org](http://edri.org)
- [epic.org](http://epic.org)
- [privacy.org](http://privacy.org)
- [tacd.org](http://tacd.org)