



**GS1 Launches New Tool Enabling Companies to Perform Privacy Impact Assessments (PIA) on RFID within their Organisations.**

*Brussels, Belgium, 23 November 2011*

GS1 today announced the availability of a **Privacy Impact Assessment (PIA) Tool**, which companies can use to perform initial analyses and risk assessment on Radio Frequency Identification (RFID) technology and Electronic Product Code (EPC) implementations. The tool was developed in collaboration with GS1 Member Companies and Member Organisations, and provides an assessable and streamlined approach to meeting European Commission guidance on industry accountability for RFID applications.

*"The year 2011 will remain etched in our memories as the most decisive year for turning the concept of Privacy Impact Assessment into a reality in Europe,"* stated Gerald Santucci, Head of the Unit responsible for RFID in the European Commission DG Information Society. *"Thanks to the outstanding collaborative work of companies, consumer organisations, privacy groups, and data protection and security legal experts, we have a comprehensive framework for conducting privacy impact assessments in the RFID field. GS1's launch of a tool for privacy impact assessments undeniably constitutes a major step forward in the development of industry-based, sector-based and/or application-based PIAs in Europe and globally. This is a tremendous accomplishment that holds the promise of more successful developments in 2012 for incorporating privacy in RFID application design, thus building trust in RFID applications."*

The tool is based on the PIA Framework, which was endorsed in April 2011 by the EU Commission, the European Data Protection Authorities (also known as Article 29 Working Party), GS1 and several industry trade associations. The tool aims to help companies - particularly Small and Medium sized Enterprises (SMEs) - determine any potential privacy risks and the steps to take to address them.

*"This is an important step, as industry continues to engage in a constructive dialogue with the EU Commission and Member States' authorities on fostering industry accountability for RFID applications"* states Miguel Lopera, President and CEO of GS1. *"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 this tool."*

The tool is designed to structure a company's ability to identify and evaluate key areas of potential privacy risk and offer control measures. Its aim is to be flexible enough to allow broad usability by organisations in different business sectors and of different sizes, while at the same time fostering a harmonized approach in the EU. Several companies have already announced they will be using the tool for new applications. They include retailers like Carrefour, Metro Group and Walmart/Asda, manufacturers like Procter & Gamble, logistic providers like Deutsche Post DHL and technology providers like Checkpoint Systems. On the SME front, Baxi, and Italian heating manufacturer has also announced they will use the tool for their new applications.

*"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 SYSTEMS

*"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

GS1 will work closely with its Member Organisations throughout the European Union to ensure that the Privacy Impact Assessments are implemented in as harmonised a way as possible. Use of the tool is not limited to the EU, GS1 encourages conducting such assessments as a best practice in other regions.

The GS1 EPC/RFID Privacy Impact Assessment Tool is available at:

<http://www.gs1.org/epcglobal/pia>



## **BACKGROUND**

### **Privacy Impact Assessment (PIA) Framework**

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](http://www.gs1.org).

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