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Putting RFID to Work

May 3, 2006



RFID Privacy Best Practices

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Privacy Best Practices For RFID Deployment

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Introduction

The Center for Democracy and Technology is a public-interest Internet civil liberties group dedicated to pursuing *pragmatic policy outcomes* by working with policymakers, industry, and technology developers.

RFID Hold Promise

Creative applications offer benefits for consumers, businesses, government.

- e.g.,
- supply chain management
 - improved airport security
 - home health care delivery
 - accuracy in hospitals
 - security in the drug supply

RFID and Privacy

- Many applications pose no challenge to privacy.
- When RFID use involves personally identifiable information, the technology raises privacy concerns.

Privacy and Trust

Privacy is a critical enabler of trust.

Trust in technology critical to its adoption and acceptance.

Unless people believe their privacy and security will be protected, they will be wary of RFID and its applications.

What's Different About RFID?

- New technologies prompt re-examination of privacy issues.
- RFID is invisible.
- Collection of information is passive to the consumer.
- RFID raises concerns about tracking location of individuals.
- Some applications implicate sensitive information.

A Challenging Environment for RFID and Privacy

- Heightened public concern about data security and data breach
- Increased public awareness of government surveillance
- Failure to adequately address privacy in certain other applications

Collaborative, Deliberative Process

- Process involved broad range of business participants.
- Working group engaged privacy advocates, technological experts.

Collaborative, Deliberative Process

- Close examination of technology, how it works, where the privacy concerns lie.
- In what ways does RFID raise privacy, in what ways not?

Process Goals

- Create concrete guidance that addresses public concerns about privacy.
- Create guidance that recognizes the need for flexibility, as technology and its applications continue to evolve.

Three Guiding Principles

- Technology Neutrality
- Privacy as a Primary Design Requirement
- Consumer Transparency

RFID Privacy Best Practices

- Focus on applications involving personally identifiable information
- Purposely high level
- Offer guidance for businesses across wide range of industry sectors
 - Foster respect for consumer privacy
 - Recognize need for technological flexibility

Fair Information Practices Provide Framework for Guidance

- Provide guidance for responsible data collection
- Form the basis for state and national laws, international agreements, and industry best practices on data protection and privacy

Fair Information Practices Provide Framework for Guidance

- Give individuals control over their personal information
- Limit data collection
- Place responsibilities on data collectors

Fair Information Practices

- Notice
- Choice
- Use Limitation
- Accuracy
- Security
- Access
- Accountability

Fair Information Practices and RFID

- Notice
- Choice
- Transfer
- Access
- Security

Fair Information Practices

- RFID technology presents practical challenges to application of fair information practices.
- Document provides guidance about how to apply fair information practices in RFID environments.

Examples

- Notice: what are the responsibilities around notice when this technology is in use?
- Security: RFID involves tags and data - where does the security issue arise?

Best Practices as an Interim Draft

- “Interim Draft”
- Important early step toward addressing privacy
- Plans to reassess Best Practices
- Need time for discussion, testing in the marketplace

Endorsing Organizations

- ALA
- aQuantive
- CDT
- Cisco Systems
- Eli Lilly
- IBM
- Intel Corporation
- Microsoft
- NCL
- Procter & Gamble
- Verisign
- Visa

Conclusion

- For RFID to be optimally effective, privacy issues about its use must be addressed at the outset.
- RFID Privacy Best Practice begin to provide guidance for deployment when personally identifiable information is involved.
- Document is an interim draft: CDT welcomes input and involvement of stakeholders.

For more information, please visit:

<http://www.cdt.org>

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