



GS1 EPC/RFID Privacy Impact Assessment Tool Protecting consumer's personal data in RFID implementations

The GS1 EPC/RFID Privacy Impact Assessment Tool is for large corporations and small and medium enterprises who are implementing an EPC/RFID application.

It allows you to:

- Rapidly perform a **comprehensive assessment of privacy risks** of any new EPC/RFID implementation within your company.
- Comply with the European Commission's *RFID Recommendation*.

WHAT is an RFID Privacy Impact Assessment ?

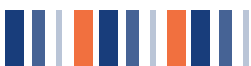
An **RFID Privacy Impact Assessment** (PIA) helps companies to assess the privacy risks - and identify the measures to be taken to address them - before a new RFID application is introduced onto the market.

When implementing an RFID application within your company, you may be collecting personal information about your customers. It is important to ensure that you protect the privacy of your customers with regards to that data.

Collecting, processing and storing customer's personal data should be done in accordance with relevant national and local laws and best practices. For European companies, this includes the EU legal framework.

WHY should my company do an RFID Privacy Impact Assessment?

- To **protect your customer's privacy**, by building privacy controls at the early stages of the specification or development process;
- To **increase customer confidence** in the RFID technology;
- To **ensure compliance** with the EU legal framework and best practices on privacy and data protection, including the GS1 EPCglobal Privacy Guidelines.





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Complying with the European Commission's Recommendation for a PIA Framework

The European Commission issued a Recommendation in 2009 stating that "all RFID operators" should conduct a PIA on their applications before deploying new applications. These assessments should be based on the *PIA Framework* endorsed by the data protection authorities in the EU Member States and industry in 2011.

The Recommendation suggests precise steps that should be taken with the ultimate goal **to raise consumer acceptance of RFID technology.**

To assist its Member Companies in the efficient implementation of the Recommendation, GS1 has developed the **GS1 EPC/RFID PIA Tool**. The tool is based on the European Commission's PIA Framework and provides an easy way for companies to perform the risk assessment related to the implementation of EPC/RFID technology within their organisations and publish a PIA report.



HOW do I get started?

Download the Tool:

The English version at: www.gs1.org/epcglobal/pia
or through your local MO at: www.gs1.org/contact

Plan your Assessment:

To be completed at least 6 weeks before deployment of your RFID application, according to the European Commission RFID Recommendation.

Perform your Assessment:

With the help of your privacy officer or legal department. Once finalized, it should be available to the competent data protection authority in your country.

Contact:

For more information, contact your local Member Organisation at:
www.gs1.org/contact

