



European-American Business Council

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The European-American Business Council Welcomes the EU RFID PIA Framework

BRUSSELS / WASHINGTON, DC – Neelie Kroes, the European Commission's Vice-President in charge of the Digital Agenda, today officially presented and signed the Privacy & Data Protection Impact Assessment (PIA) Framework for Radio-Frequency Identification (RFID) Applications.

RFID is an evolution of bar code technology which allows automatic identification. It can bring great benefits both for industry and people alike. Even today, RFID is revolutionizing how business is done throughout the marketplace in sectors such as health care, manufacturing, retail, transportation and logistics (among others). RFID has the potential to create the next great technology wave through the delivery and use of goods and services such as pharmaceuticals, consumer items and food, security, and anti-counterfeiting. The current power of RFID and the future potential for the technology make adopting appropriate and efficient public policies very important.

The European-American Business Council (EABC) and partner associations took seriously the task to help develop a framework for the PIA as provided by the Commission's Recommendation of May 2009, on the implementation of privacy and data protection principles in applications supported by RFID.

The objective of the RFID PIA Framework was to provide a tool to serve as a common approach to conducting PIA on RFID applications. Based on a privacy and data protection risk management approach consistent with the EU legal framework and best practices, the Framework will indeed help companies deploying RFID applications to uncover the privacy risks associated with it (if any). The company may then assess their likelihood, and document the steps taken to address those risks. This will ensure the evaluation of the success of "privacy by design" solutions at early stages of the specification or development process of the RFID application.

The EABC celebrates this process of public-private cooperation. Consumers and industry will benefit greatly from the results of the hard work and collaboration between industry stakeholders and the European Commission. The RFID PIA Framework complies with privacy and data protection laws and regulations, as recognized by the Article 29 Working Party, while addressing a number of business concerns related to undue burdens and unintended consequences.

"The EABC commends Vice-President Kroes and Head of Unit Santucci for establishing the EU RFID PIA Framework through a multi-stakeholder process," said Michael Maibach, President &

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CEO of the EABC. “It is exactly these types of public-private sector partnerships that foster innovation and the protection of privacy.”

The EABC believes that further development of the RFID technology would be supported by the implementation of the RFID PIA Framework that ensures the security of collected data and individual privacy. It will bring trust to the RFID technology for the industry and the society.

RFID operators of all sizes and sectors will be able to efficiently conduct a PIA process for RFID applications, consistent with the European data protection and privacy legal framework.

The 2009 Recommendation and the RFID PIA Framework should bring legal certainty to the industry by ensuring a harmonized implementation and interpretation of the data protection and privacy rules for RFID applications within the 27 EU Member States.

The most effective environment for the deployment of RFID applications is one in which the government through a stakeholder consultation process has provided a framework that promotes private sector investment and that allows industry—in a collaborative context—to bring best practices and technology based solutions to address social concerns within a policy setting.

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About the European-American Business Council:

Chartered in 1989, the European-American Business Council (EABC) has grown to become the largest Trans-Atlantic business association, featuring 74 European and US-based member companies. The EABC is recognized as the official European Business Organization in America by the European Commission. The US Chairman of the EABC Board is the Honorable Stuart Eizenstat, former US Ambassador to the EU, and the EU Chairman is the Honorable Hugo Paemen, former EU Ambassador to the US.

For more information about EABC and its members, please visit: www.EABC.org or call (202) 828-9105.