Interaction of RFID Technology and Public Policy

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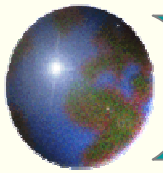
Privacy

Consumer's Perspective

Privacy can be defined as customer's ability to control the terms under which their personal information is acquired and used (Westin 1967)

Business perspective

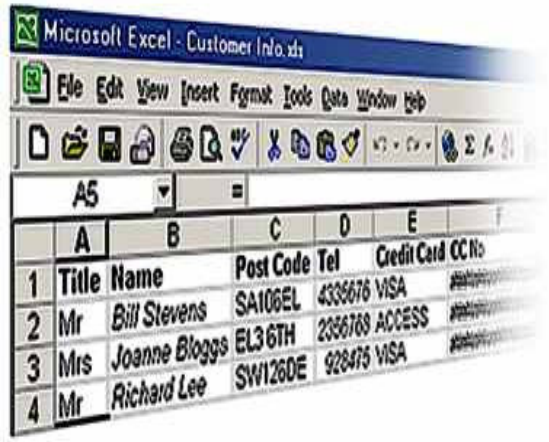
Privacy is about making consumers comfortable disclosing the personal information needed for relationship marketing



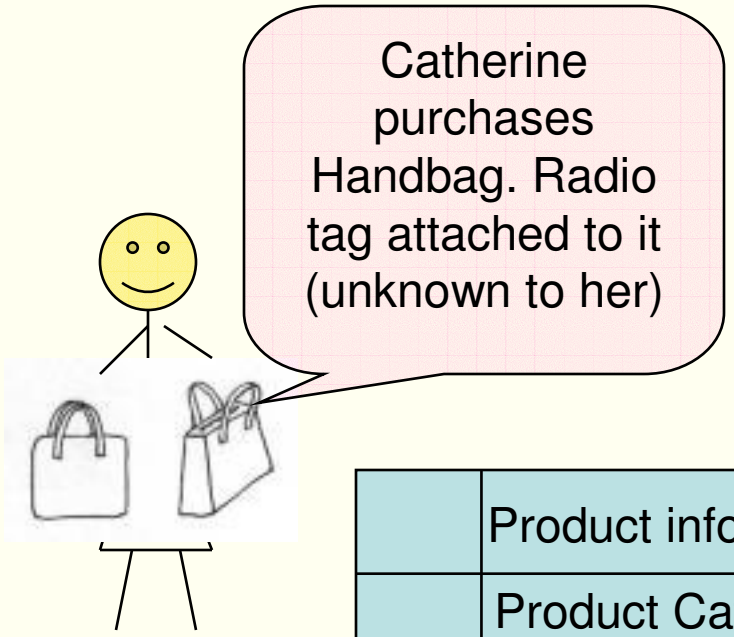
Privacy in context of RFID

Some Concerns

1. RFID tags without notice
2. Unauthorized development of detailed profiles
3. Unauthorized third party access
4. Government's perfect hegemony
5. Redress-al mechanism



Catherine and RFID



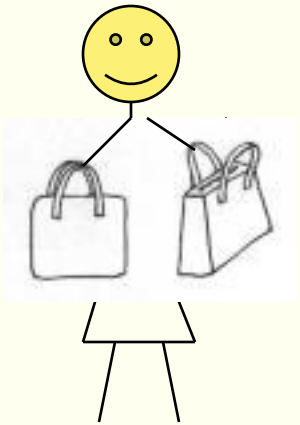
Data Collection

1) Product information
2) Credit Card number
3) Personal information

	Product information
	Product Category Product name Product code Unit of measurement Manufacturer's name Place of manufacture

	Personal Information
	Name Credit Card No. Social Security No. Address

Amalgamation of Transactional and Personal Data



	Third Party Repositories
	Insurance details Credit history Medical history

+

	Personal Information
	Name Credit Card No. Social Security No. Address

+

	Product information
	Product Category Product name Product code Unit of measurement Manufacturer's name Place of manufacture

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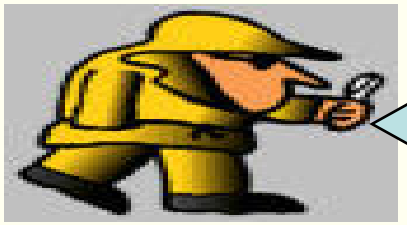
	Data Repository
	Name : Catherine Age : 26 Sex : F Credit Card no.: Social Security no Address Blood Group Insurance Details Credit History Product Category Product Name Product Code Insurance Details Credit History Medical History

Unauthorized Access and Usage

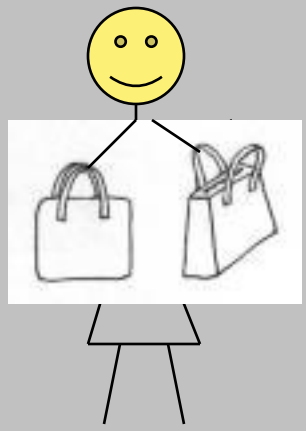
Government



Unauthorized Third Party

Marketing agencies

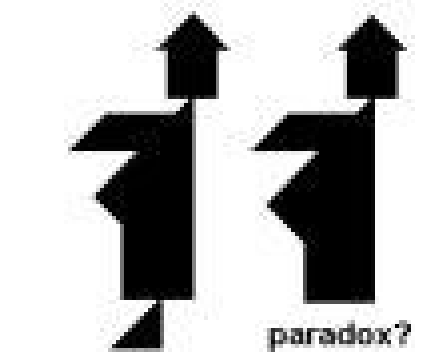
Data Repository
▪ Name : Catherine ▪ Age : 26 ▪ Sex : F ▪ Credit Card no.: ▪ Social Security no ▪ Address ▪ Blood Group ▪ Product Name ▪ Product Category ▪ Product Attributes ▪ Insurance details ▪ Credit history ▪ Medical history



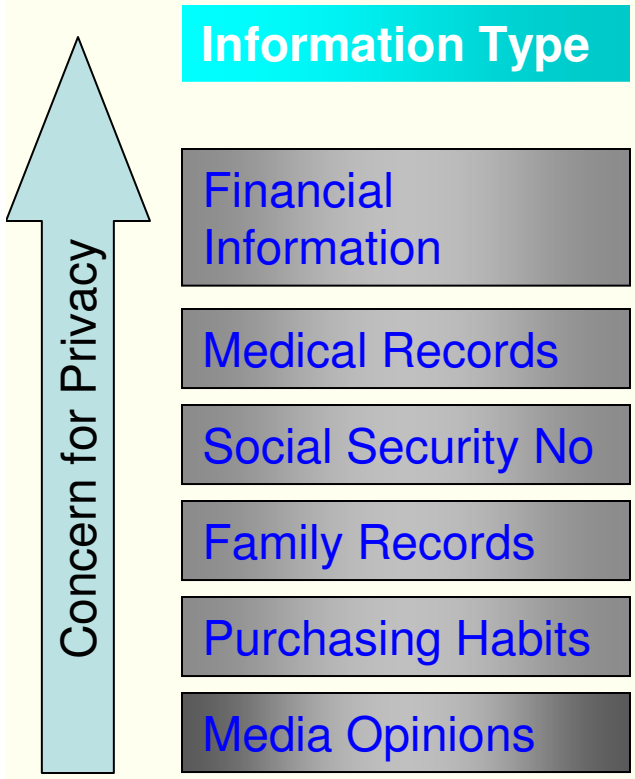
Paradox

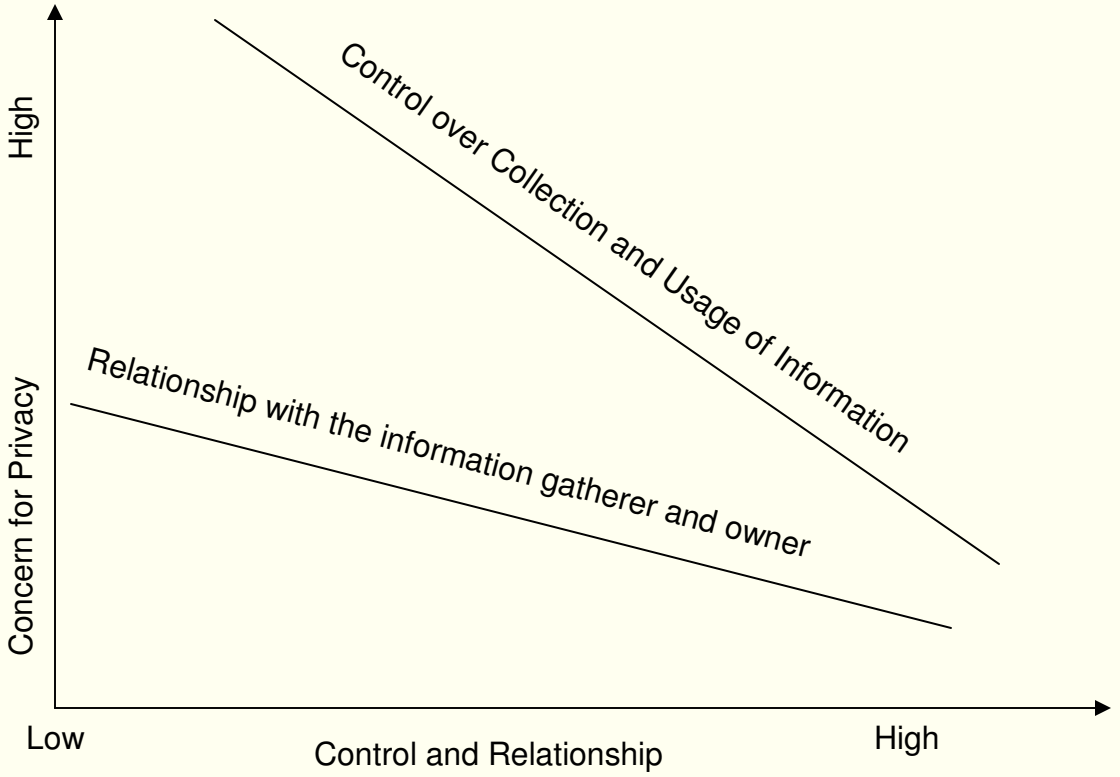
1. To participate in today's marketplace

2. Catherine is willing to make trade-offs
   1. Reward Programmes
   2. Better Tracking
   3. Guarantees
   4. Financial Incentives



Information Type

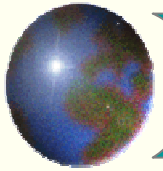




Sensitivity is contextual; that is, what is considered sensitive differs by person and by situation

Why Policy is important ?

1. If RFID commerce has to realize its full potential!
2. Fundamental shift to a customer-centered world
3. Probability of reengaging customer reduced
4. Conducting business nationally and internationally
5. Infuse trust in public and private institutions

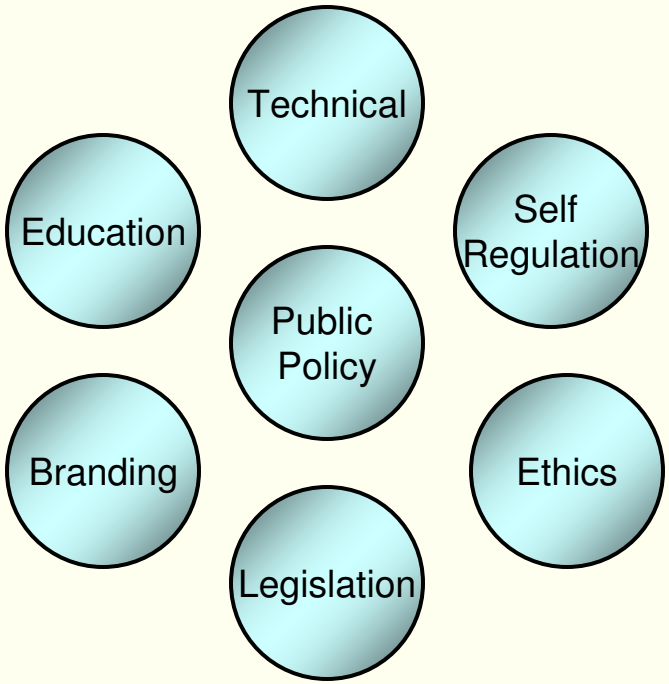


RFID World

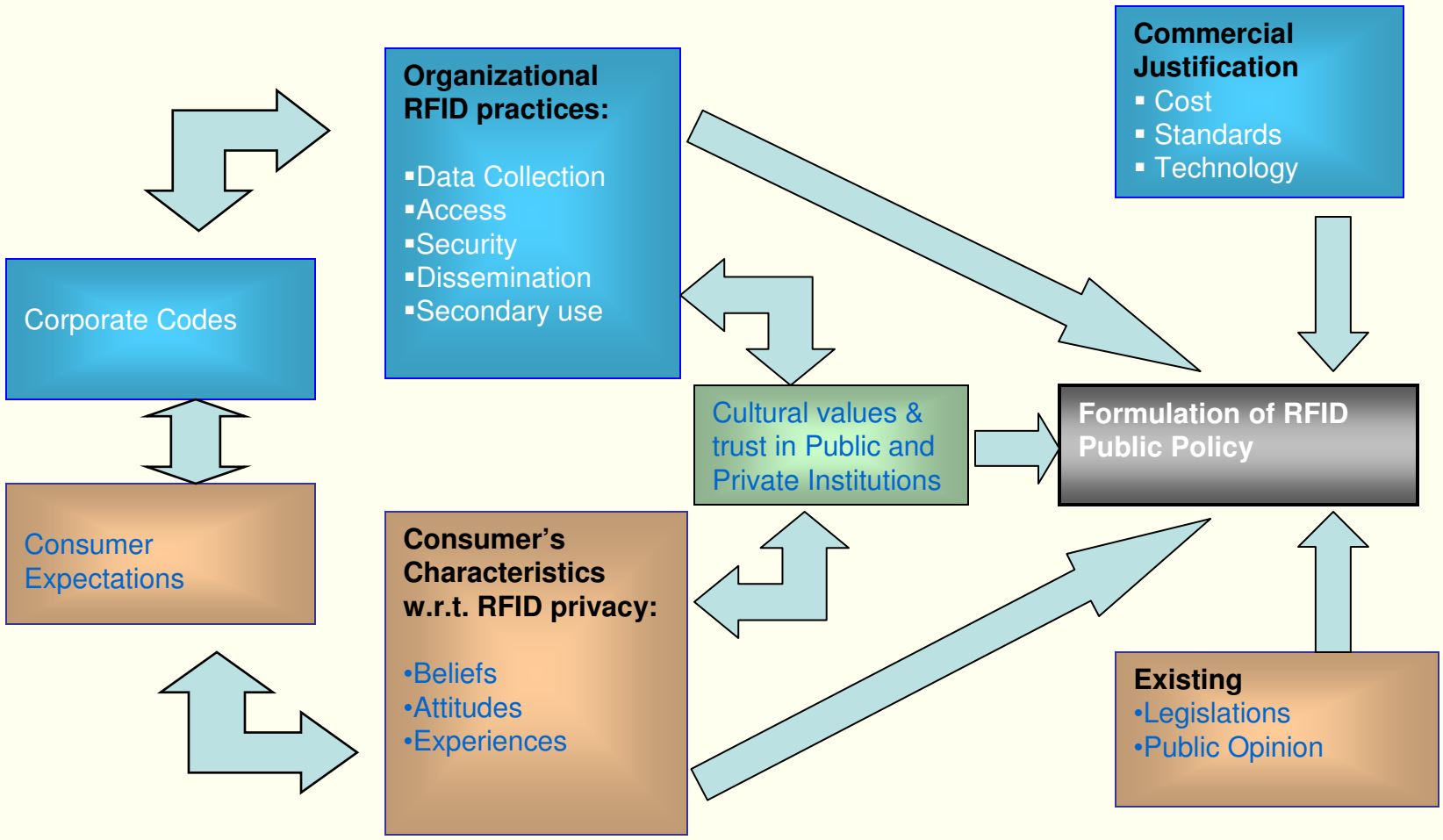
Basic Building Blocks

Integrated approach for framing RFID Public Policy :

1. Technical
2. Industry Self-Regulation (Mandatory vs. Voluntary)
3. Ethical approach
4. Legislation
5. Branding RFID and
6. Educating Consumers



Framework for formulating Public Policy



Framing the RFID Public Policy

Policy Questions

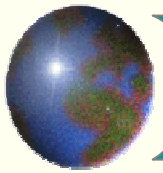
1. Definition & role of stake holders
2. Operational features
3. Legal rights
4. Analogies
5. Criteria
6. Research methodology

Major Expectations

1. Data collection procedures (informed vs. un-informed)
2. Authentication
3. Major expectations (both implicit and explicit)
4. Level of security

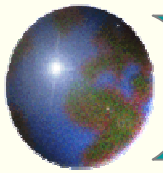
Major concerns

1. Collection
2. Access
3. Use
4. Exchange
5. Control



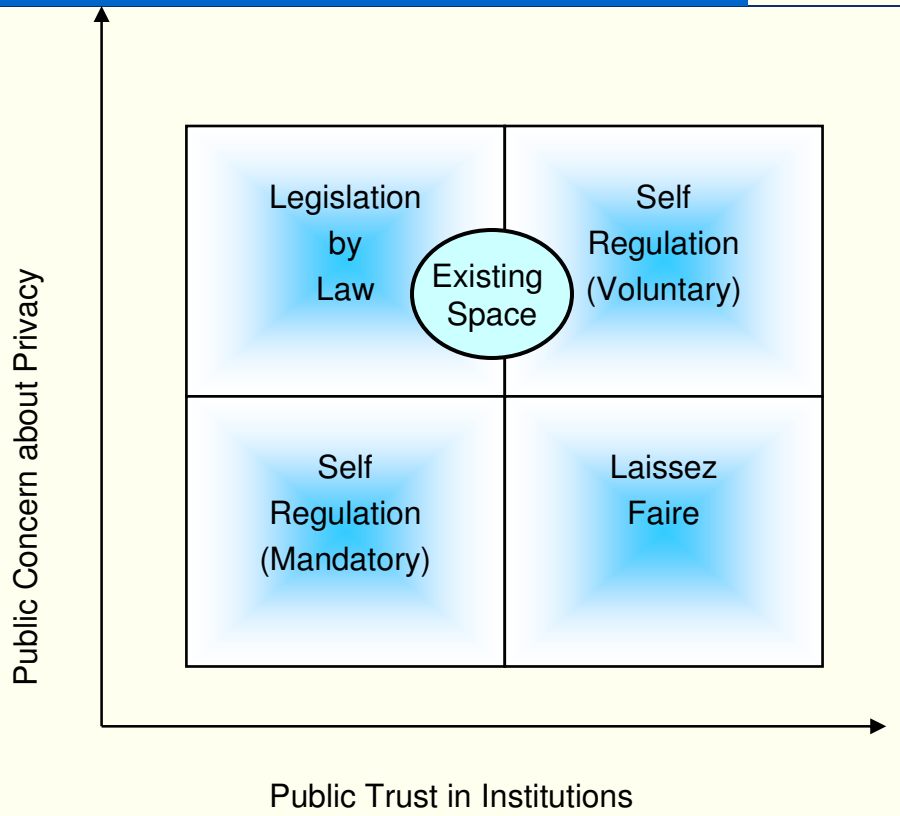
Building Block - *Technical*

1. The “Kill Tag" approach
2. The Faraday Cage approach
3. The Active Jamming Approach
4. The Smart RFID Tag Approach
5. Selective disclosure of information



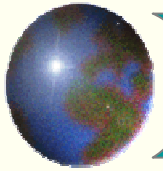
Building Block - *The Regulation Approach*

- Self Regulation
  - *Industry Legislation*
  - *Enforcement and*
  - *Adjudication*
- A pure market approach
- Legislation

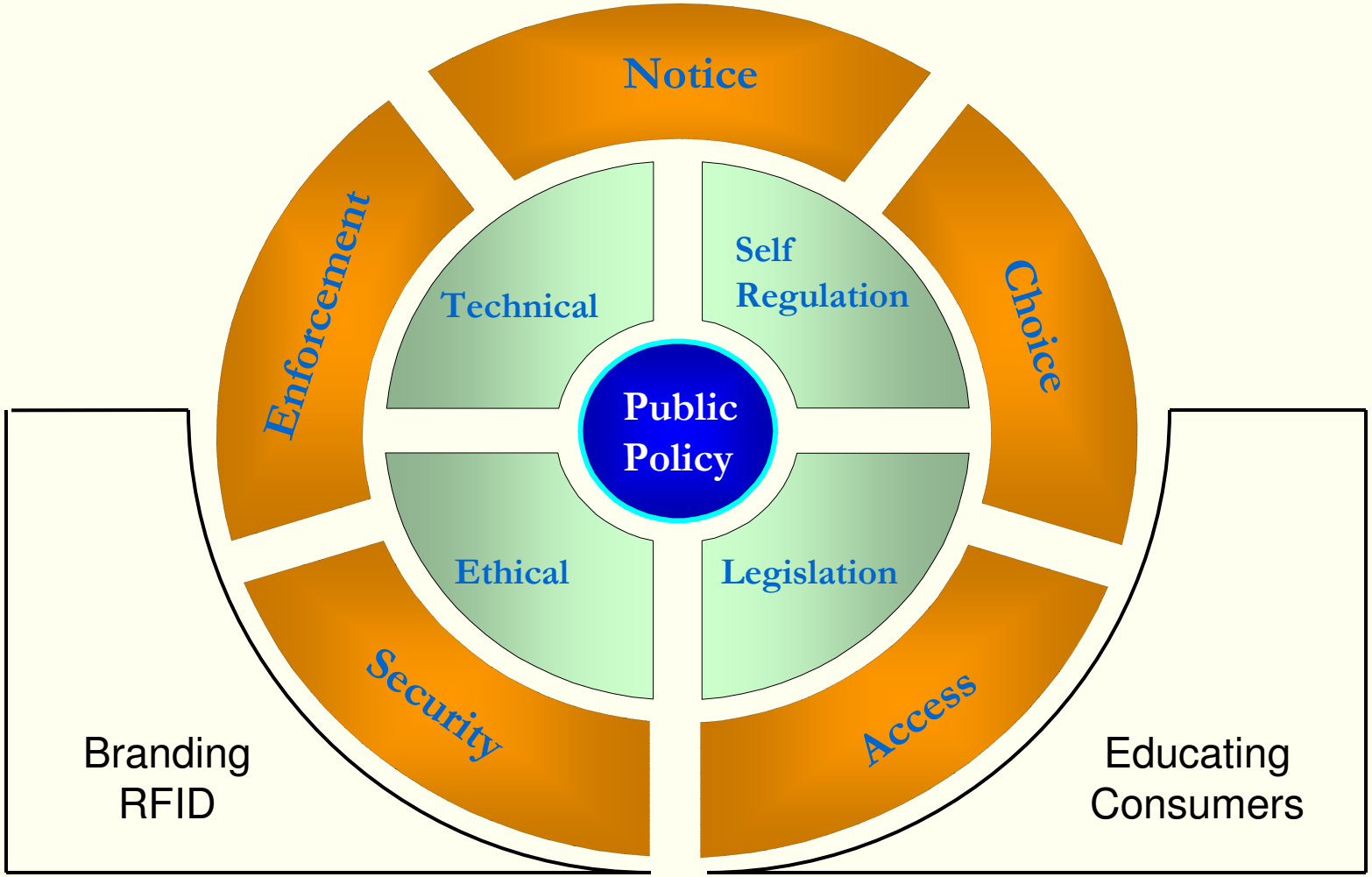


Building Block - *Bringing Ethics*

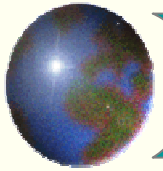
1. Respect confidentiality
2. Don't "flame"
3. Don't be anonymous
4. Don't allow third party to access other's data
5. Don't misrepresent or lie
6. Follow government's general guidelines
7. Consider presentation of message



Take Away


Notice
Choice
Access
Security
Enforcement
Technical
Self Regulation
Public Policy
Ethical
Legislation
Branding RFID
Educating Consumers

Thank You



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