

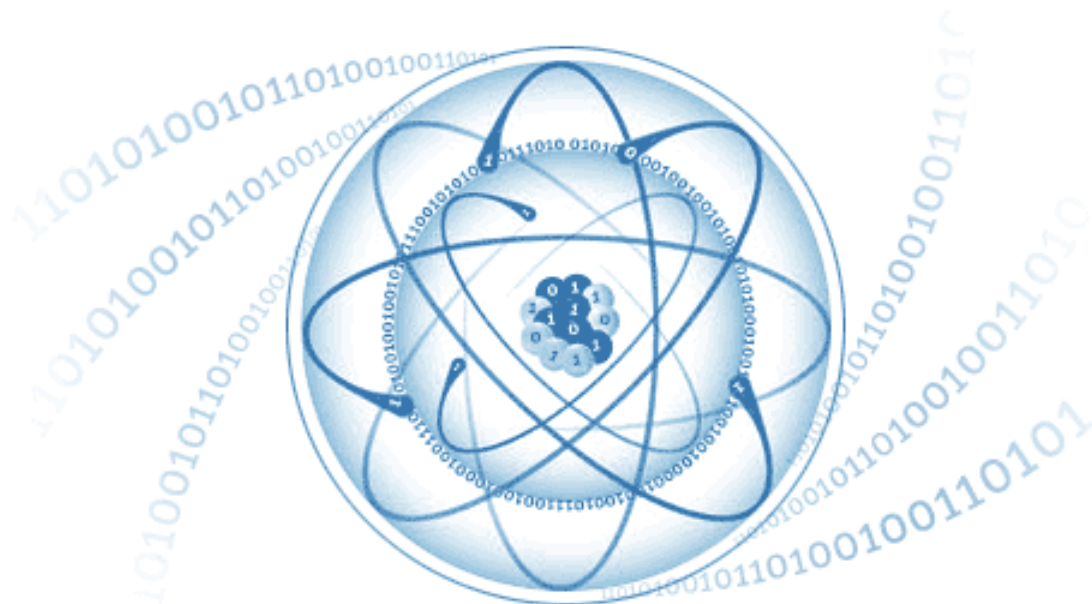
# RFID and Privacy

**Dan White**

**RFID Technical Evangelist**

Engineering & Development

Retail Solutions Division



Transforming Transactions  
into Relationships

# Agenda

- Fears
- Facts
- Future

# What is the reason for privacy concerns and RFID?

**FEAR**

Of abuse  
Of the unknown

# Fear of Abuse

Hollywood

**Enemy of the State**  
**Minority Report**  
**The Net**

# Fear of Abuse



# Fear of Abuse

## Invasive Advertising

- Telemarketers
- Profiling



# Fear of Abuse

## Identity Theft

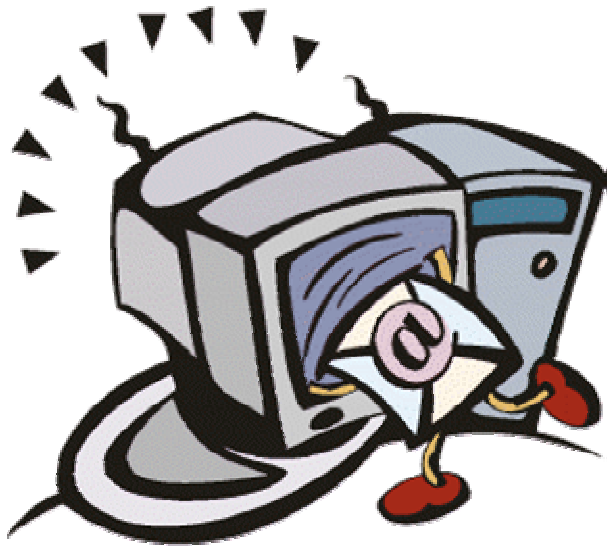


- 27.3 million victims in last 5 years
- 9.9 million in 2002 alone
- \$5 billion in loss to individuals
- \$48 billion in losses to industry

Source: FTC

# Fear of Abuse

## SPAM



- ~9 million/day
- 30% of all email
- Cost is over \$10 Billion/year



Source: CAUCE and Data Protection Commission

# Fear of Unknown

- What you don't know, can't hurt you ...

Or can it?

X-Files

Conspiracy Theory

# Facts - Technical Realities

- Must be very low cost
- Major issue with liquids/metals
- Read range of few feet
- Most interest today at pallet and case level



# Facts – Privacy Status

- Can someone effectively track you today with ePC RFID?

**No**

- Could they in the future?

**Possibly**

- Should you be concerned?

**It depends**

# Facts – Privacy is a Personal Issue

- Bank account
- Social Security Number
- Driver's license
- Credit Cards
- Cell Phone
- Email
- Internet
- Loyalty card

**Convenience vs. Concern**



# Facts - Why do RFID?

- Cost
- More Selection/Availability
- Faster Checkout



# Future – Consumer Choice



- Industry
  - Retailers need customers
- Technology
  - NCR's Tag Killer Kiosk
- Legislation
  - All ready great deal of privacy law that pertains to RFID

