

RFID Sign

- RFID Privacy problems
 - “invisible” tagging of products
 - remote reading of tags without consumers consent or knowledge is possible
 - unique product ID enables tracking
 - tag is readable by any RFID application
 - RFIDs lack possibility for consumers to control their data
 - RFID technology is not ready for mass deployment

RFID Sign

- GS1 Germany

- Survey: 37 % of German consumers demand Data Protection must be ensured; correctness of data is important as well (12 %)
- Spokesperson: with RFID (distributed databases) less product data will be available for consumers than with Barcodes (GEPIR-Database)

- Default action for RFIDs in consumer area

- remove RFID tags from products at PoS
- clearly inform consumers about RFID applications, their purposes and risks

RFID Sign

- Environment
 - retail stores
 - not much space / attention for explanations
- RFID Sign
 - a warning sign
 - easily identifiable and understandable
 - indicating transmission of data
 - indicating (privacy-) risks
 - to be used for products and RFID reading areas

FoeBuD – Design Contest

