

# All you need to know about RFID

**RFID**  
*in EUROPE*  
Raising Awareness and Competitiveness



## Common European Sign

RFID in Europe Conference  
29-31 Mars 2011, Prague



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## Agenda

- Overview of the History
- The common European sign
- Next steps

A close-up, 3D-rendered image of a white RFID tag with a complex, maze-like pattern of lines on its surface.

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## Why a “common European sign”?

RFID Recommendation of May 2009 – makes several references to the need for a “**common European sign**”:

1. **For use by operators to inform of the presence of RFID readers,**
  - A. Identity of the operator, &
  - B. A point of contact for individuals to obtain the information policy for the application
2. **For use by operators who embed or apply RFID tags to retail products**

COMMISSION RECOMMENDATION of 12.5.2009 on the implementation of privacy and data protection principles in applications supported by radio-frequency identification; {SEC(2009) 585}; {SEC(2009) 586}

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## Why a common European sign now?

- Matching with **widening applications** many of which are **increasing RFID presence** in the **public domain**
- Key Objectives:
  - Notification of “**presence**”
    - Removing the **silent** and **invisible**
    - **Raising awareness**
  - **Commonality – consistency** of the **look** and **use**:
    - Across **Member States**
    - In **different RFID applications**
    - Being **valid** for a **broad section** of **RFID technologies**



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## Stakeholder Participation Focused

- RFID Recommendation developed and agreed by the EC **RFID Formal Expert Group**
- Implementation supported by EC **RFID Recommendation Informal Working Group**
- **RFID in Europe** Work Package 5:
  - Stakeholder meeting to present candidate signs & contributory studies
  - Issued stakeholder report March 2010
  - Developing position paper on common European sign use – 05/2011
  - Opportunities for European Consumer Study - TBC
- RFID Mandate – **European Standards Organizations**
  - With stakeholder involvement defined detailed requirements
  - Evaluated existing signs identified by RFID in Europe WP5
  - Recommended “way-forward” for New sign standard & Emblem
  - To develop common European sign standard - 2012

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## What will be the common European sign?

- Stakeholder broad agreement that it **cannot** be a commercial logo, nor a trade mark, nor a privacy mark, etc.
- When notifying presence of RFID readers the sign must include **operator identity** and **point of contact**
- When notifying the presence of RFID tag embedded or attached within retail products the **sign** may be used but an **emblem** will suffice. Stakeholders have agreed that the optional use of the ISO/IEC 29160 Line option 52. RFID Special Case



ISO/IEC 29160 Line option 52. RFID Special Case: For tag and reader with unregistered tag frequency/protocol/authority/data content or where this data is not considered relevant. Standard subject to changes prior to the planned publishing date, 27/01/2011.

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## Voluntary Guidelines for Use?

- To provide all **operators** that have not been involved with the RFID Recommendation to **benefit from the experience of stakeholders who have**
- Assisting operator moves to comply with policy through appropriate actions supporting:
  - **Consistency** required to achieve “**commonality**”
  - **Fast and efficient compliance** through greater **clarity**
- Ultimately **enabling the public** to be **notified** and through notification **offering** them an **opportunity to be better informed** too!



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## Next Steps

- RFID in Europe WP5 common European sign use position paper: [04/11](#)
- EC common European sign – voluntary guidelines for use: [05/11](#)
- CEN TC225 common European sign – standard: [04/12](#)
- RFID in Europe WP5 common European sign – European Member States public survey: [TBC](#)



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A graphic of a white RFID tag with a complex, maze-like pattern of lines on its surface, set against a dark background.

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