



Association for Automatic
Identification and Mobility

First Lessons learned from introducing PIA into the AutoID Industry

Presentation at the BSI Symposium on PIA
Berlin, 25. November 2011

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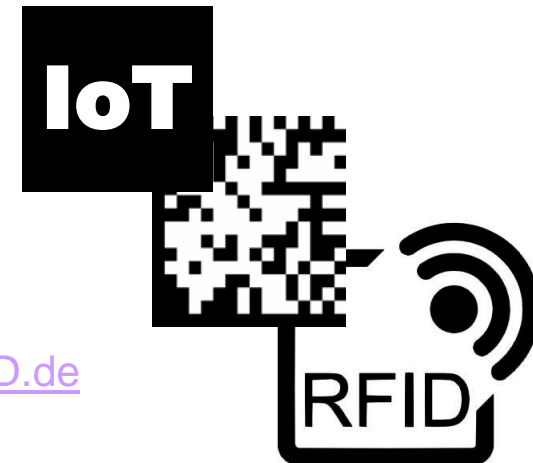
AIM-D e.V.

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AIM – the global AutoID network

❖ A global network of technology and solution providers

- 1972 founded in the USA
- > 700 members in 43 countries

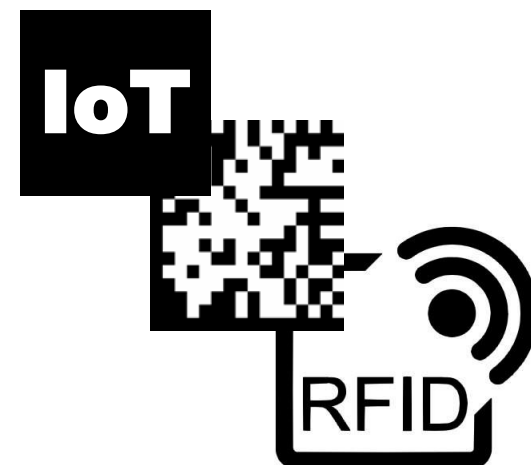
❖ AIM-D: Germany - Austria - Switzerland

- > 140 members
- Innovative SMEs, concerns and research institutes with global reach

❖ Our market focus is *AutoID*

- AutoID and mobility technology solutions
- Technology spectrum:

→ Bar code → 2D (matrix-) Code
→ RFID → sensors → actuators
→ smart objects



AIM is committed to the PIA Framework.

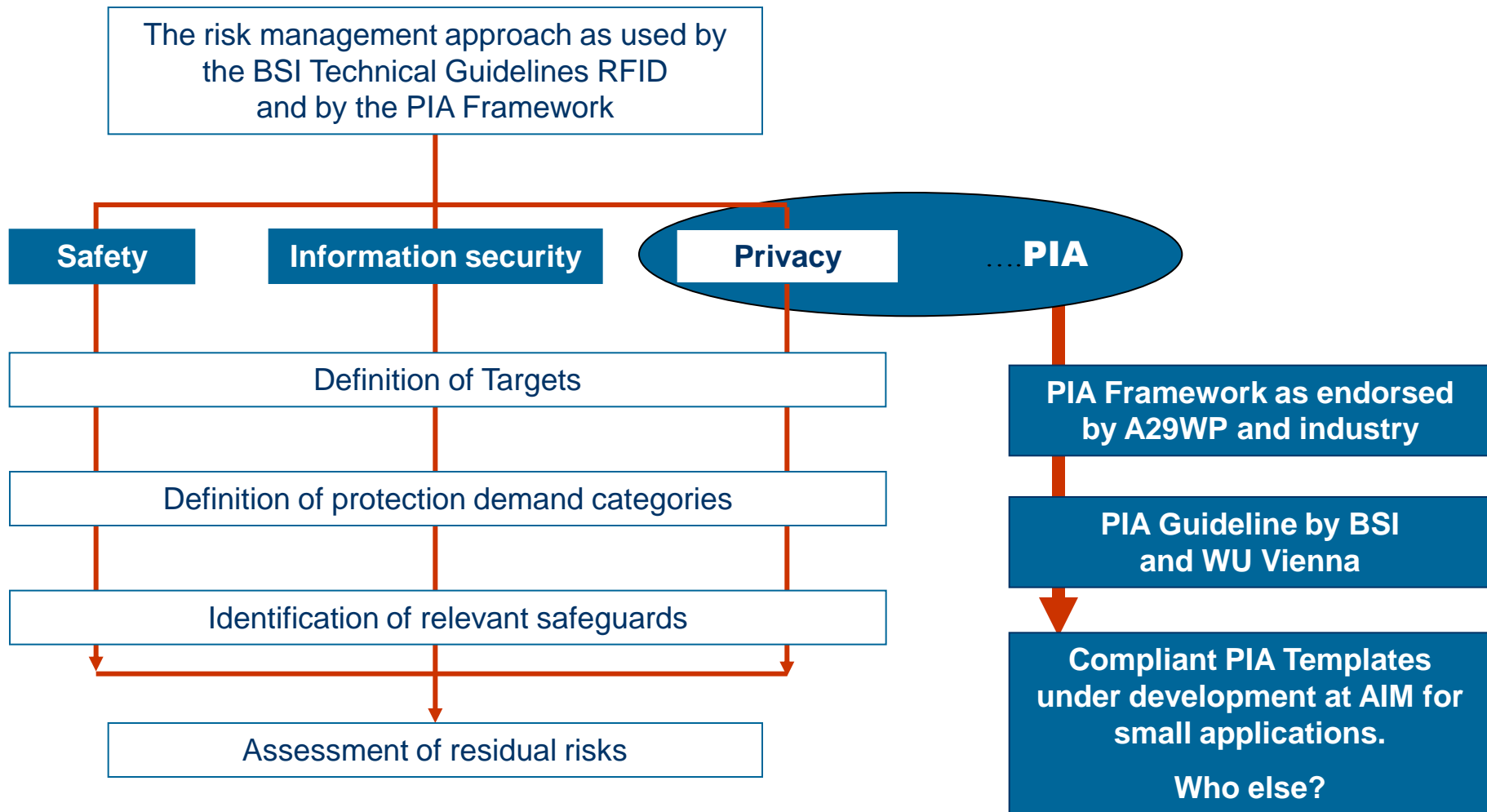
(1)

**AIM supports the individuals' right to privacy
as the result of the handling of their personal data
according to the German Federal Data Protection Act (BDSG)
and the EU charter**

(2)

**AIM members will gain competitive advantages
>> by providing PIA-compliant solutions
>> by supporting their customers – i. e. RFID operators –
to understand and implement PIA requirements.**

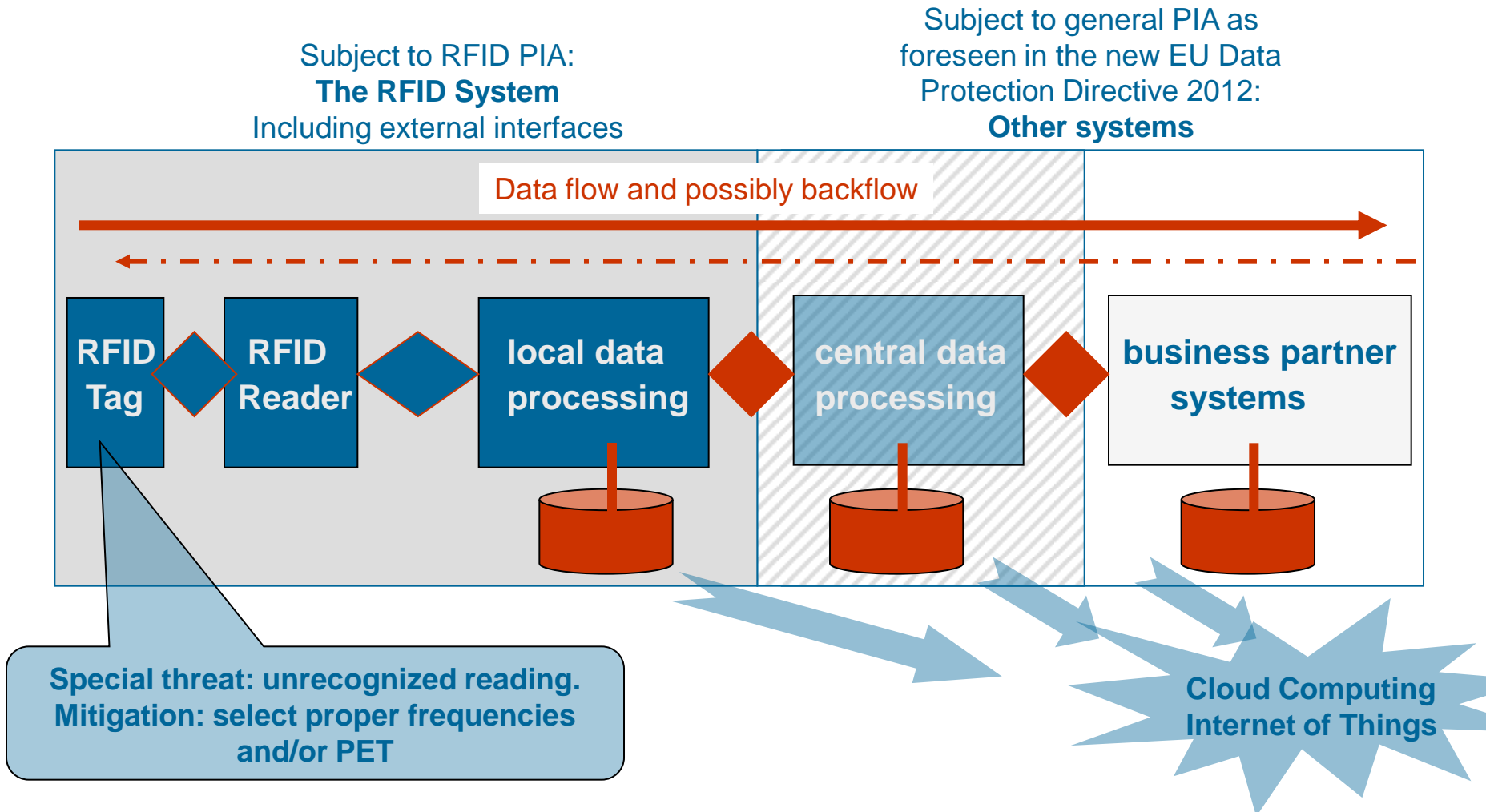
The Hat-trick: Safety - Security - Privacy



The Reach of RFID PIA

Privacy by Design is a major requirement of PIA to be applied to the RFID systems and to the variety of systems processing RFID data.

Our interpretation:



AIM PIA Workshops

Unter der
Schirmherrschaft des



Bundesministerium
für Wirtschaft
und Technologie

Supported by the
German Federal Ministry
of Economics and Technology

Started in June 2011:

- ❖ In cooperation with
Humboldt University Berlin, BITKOM,
Technical University Munich,
Feig Electronic, Deister Electronic,
Smart-Tec
- ❖ Attendees from
AIM member companies and
BITKOM, Daimler, Datev, Skidata,
Tourist Office Bavaria, VDA, Volkswagen
- ❖ Recent event on November 7, 2011, at the
VDA (German Automotive Manufacturers
Association) in Berlin
- ❖ **To be continued in 2012**

Typical one day program:

- ❖ **Introduction into the PIA process and PIA requirements** (W.-R. Hansen, AIM)
- ❖ **About personal data** (J. Landvogt, BfDI)
- ❖ **About the BSI Technical Guidelines RFID** (H. Kelter, BSI)
- ❖ **About PIA templates** (Hansen, Kelter)
- ❖ **The RFID operator's view** (S. Bourguignon, Daimler)
- ❖ Planned:
Examples of PIA templates and exercises

Transparency with the RFID Sign



Status: Waiting for finalization by ESO.

RFID Sign

as used by the Fashion Group Gerry Weber

Goal

Information of the customers of the shops about the usage of RFID Tags attached to fashion articles.

Design

corresponding with the version currently being standardized by CEN/CENELEC.

„European RFID Sign“

Comprising

- Emblem according to ISO/IEC 29160
- Name of the RFID operator
- Web address providing the document about the PIA at this company.

Infos unter www.gerryweber.com/rfid

Strength and Weaknesses of the current PIA Process



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Strengths and opportunities

- ❖ We should stick to the European view on privacy assurance as opposed to the more relaxed view of the US politics.
- ❖ But: Privacy regulations and economic progress must be kept in balance.
- ❖ Privacy provisions should result in competitive advantages for European vendors.
- ❖ The special European experiences regarding the various RFID frequency (HF/LF/UHF...) and privacy enhancement technologies (PET) are a competitive advantage.

Weaknesses

- ❖ The interest in the PIA implementation at potential RFID operators is still weak.
- ❖ An interest of software providers in the privacy by design principle is still not recognizable.
- ❖ PIA templates are still under development.
- ❖ A cross European approach to safety and security as prerequisites for successful privacy provisions is still missing. The BSI TG RFID could serve this purpose.

AIM moves ahead in offering PIA Workshops while cooperating with interested other stake holders.