



PRESS RELEASE

NEW PRIVACY FRAMEWORK FOR NEW TECHNOLOGY - INDUSTRY INITIATIVE ENDORSED BY COMMISSION

6 April 2011

The European Retail Round Table (ERRT) joined other private sector associations and Neelie Kroes, the Commission Vice-President for the Digital Agenda, in signing a new privacy impact assessment (PIA) framework for RFID applications at a ceremony in Brussels today.

The PIA process sets out the initial analysis and then the risk assessment which operators of RFID should carry out to determine any potential privacy risks and the steps to take to eliminate them. Its use is designed to strengthen consumer understanding and confidence in the new technology and so accelerate its wider deployment.

Commenting on the privacy framework, Paul Skehan, Director, European Retail Round Table (ERRT), said: *“RFID will enable retailers to offer significant benefits for consumers – fewer stock shortages, faster shopping, greater security concerning the origin and authenticity of products, easier returns and warranties...and we believe the privacy impact assessment framework signed today is another important building block necessary to allow retailers to invest in this new technology.*

“There has been much discussion with consumer groups, privacy advocates and others over the past 3-4 years about the uses of RFID, and the need to balance the benefits it can bring with the need to ensure the highest standards of privacy and data protection. We believe this framework achieves that balance – allowing the technology to develop while ensuring that those who use the technology will use it responsibly and sensibly.

“We are very pleased that this industry-led process has been endorsed by the Article 29 working party (of national data protection authorities), and we very much welcome the endorsement today from Vice President Kroes.”

*For any further information or clarification, please contact Paul Skehan, ERRT
+32.475.388415*

ERRT: The European Retail Round Table businesses operate worldwide and represent a cross-section of the retail sector. Collectively, ERRT members have a turnover of more than €420 billion and employ 2.4 million people in over 44,000 stores. www.errt.org