



Press Release

RETAILERS WELCOME RFID GUIDELINES CALL ON MEMBER STATES TO ADOPT SAME APPROACH

12 May 2009

The European Retail Round Table welcomed the publication today of a Commission Recommendation concerning the use of radio frequency identification tags (RFID).

Commenting on the recommendation, **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 publication of the recommendation today will allow more retailers to invest in this new technology.*

“There has been much discussion with consumer groups and others over the past 2-3 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 Recommendation achieves that balance – allowing the technology to develop while ensuring that those who use the technology will use it responsibly and sensibly.

“Publication of the Recommendation removes a large part of the regulatory uncertainty that surrounded this issue. That uncertainty deterred many retailers, suppliers and others from investing in developing new services and processes.

“That said, we urge the 27 EU member states to respect the guidelines proposed in this recommendation. The benefits that can flow from RFID will be entirely lost if each country adopts different regulations and rules about the use of this technology. We also strongly support the continued involvement of relevant stakeholders, including retailers, in the implementation of this recommendation – many open questions remain, which will best be resolved through ongoing dialogue.”

Ends.

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

ERRT: The European Retail Round Table was established to express the views of large retailers on a range of issues of common interest focused on EU public policy. Their businesses operate worldwide and represent a cross-section of the retail sector. Collectively, ERRT members have a turnover of more than €400 billion and employ 2.3 million people in over 40,000 stores.

Members: Asda Wal*Mart, C&A, Carrefour Group, Delhaize Group, El Corte Inglés, H&M, IKEA, Inditex, Kingfisher, Marks & Spencer, Mercadona, METRO Group, Royal Ahold and Tesco.
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