



NEWS RELEASE – FOR IMMEDIATE RELEASE

## **GS1 EPCglobal Response to European Commission’s “RFID Privacy and Data Protection Recommendation”**

- Standards Organization says Recommendation provides ‘clarity for RFID to move forward in Europe’

**BRUSSELS – 12 May 2009** – GS1 EPCglobal, an organization that promotes radio-frequency identification (RFID) standards, today responded to the European Commission’s formal Recommendation on privacy and data-protection principles in RFID applications.

“With the adoption of the Recommendation, we now have clarity and a framework in which manufacturers and retailers can begin or expand deployments to deliver the benefits of RFID for consumers in Europe,” said Miguel Lopera, Chief Executive Officer of GS1.

GS1 EPCglobal helps businesses adopt and implement the Electronic Product Code (EPC) standard, which is used in many retail RFID deployments. The Recommendation is based on consumer choice, a principle that has been part of the EPCglobal Guidelines on EPC for Consumer Products since they were created in 2003.

Lopera continued, “certain companies, knowing that this Recommendation was in progress, have delayed development of RFID-based applications that could benefit consumers and business alike – benefits such as reduced prices, improved product availability, and faster shipments, as well as post-sales benefits such as faster recalls and better repairs. We would have preferred a Recommendation that better encouraged this development, but we do commend the Commission for formally recognizing the benefits of RFID, and for correctly positioning RFID as a societal good that should be embraced.”

Elizabeth Board, Executive Director of GS1 EPCglobal’s Public Policy Steering Committee (PPSC) added: “The process that has led to the adoption of this text is an excellent example of stakeholder dialogue supported by EU policymakers and we welcome the transatlantic dimension to this dialogue, as shown during the recent EU-US Symposium on the Societal Benefits of RFID. We look forward to working with the Commission, consumer groups and other interested parties to move RFID forward to the next stage of its development.”

The views of GS1 EPCglobal are summarized in the “GS1 EPCglobal Guidelines on EPC for Consumer Products” guide, which can be found at [www.epcglobalinc.org/public/ppsc\\_guide/](http://www.epcglobalinc.org/public/ppsc_guide/). More information on post-purchase benefits of EPC technology can be found at [www.DiscoverRFID.org](http://www.DiscoverRFID.org).

**About GS1 EPCglobal standards:**

GS1 EPCglobal standards are a set of integrated industry-driven standards which have been developed to meet user’s requirements enabling the identification of objects, data capture and sharing of information among partners throughout the supply chain. These standards are developed within the framework of EPCglobal Inc.

**About GS1 EPCglobal:**

GS1 EPCglobal is a subsidiary of the global not-for-profit standards organization GS1, and supports the global adoption of the Electronic Product Code as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain.

For more information about EPCglobal Inc, visit:[www.epcglobalinc.org](http://www.epcglobalinc.org).

**About GS1:**

GS1 is a neutral, not-for-profit organization dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 has 108 Member Organizations around the world and it is driven by more than a million companies, who execute more than five billion transactions a day with the GS1 System of Standards. This makes it the most widely used supply chain standards system in the world.

For more information about GS1, visit: [www.gs1.org](http://www.gs1.org).

**NOTE TO EDITORS:**

GS1 spokespeople are available for interviews. They can be reached through the media contact below.

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