

# From intervention to laissez-faire

## A Brief Survey of Government & RFID

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# A perspective...

- The disclaimers
  - An observer
  - Not comprehensive, nor exhaustive
  - Like the RFID industry, a work in progress...  
...as is this presentation

# Government?

- The major players:
  - U.S.
    - State
    - Federal
  - EU
  - China
- Jurisdictional & Geographic

# Government interest

- When is government interested in technology?
  - Economic (protect the market place)
  - Fair-playing field (umpire)
  - Competitive advantage (nationalistic)
  - Issues bigger & broader than one company, institution or industry

# Government and RFID: A dog's world?

- Attack!
- Guard
- Sleep
- Play ball
- Retrieve
- S t r e t c h

# Attack!

- California's 2009 e-pedigree mandate
- Washington State
- Vermont joins with DHS in pilot
- Wisconsin first to ban implantation



# Guard



- The regulators (US)
  - Licensing (power-related)
  - Spectrum (interference)
  - Privacy
- FCC, FTC, FAA

# Play ball

- Senate
  - RFID
  - Caucus formed Jul 2006
- DoD
  - Asset tracking and management
  - Logistics
- DHS
  - Border and transportation security
  - 1<sup>st</sup> Responder
- FDA
  - E-pedigree
- State
  - Passports
- NIST
  - Standards & Guidelines
- Agriculture





# Play ball

## **“DoD Pilot Programs Moving Forward,” according to Baird Report**

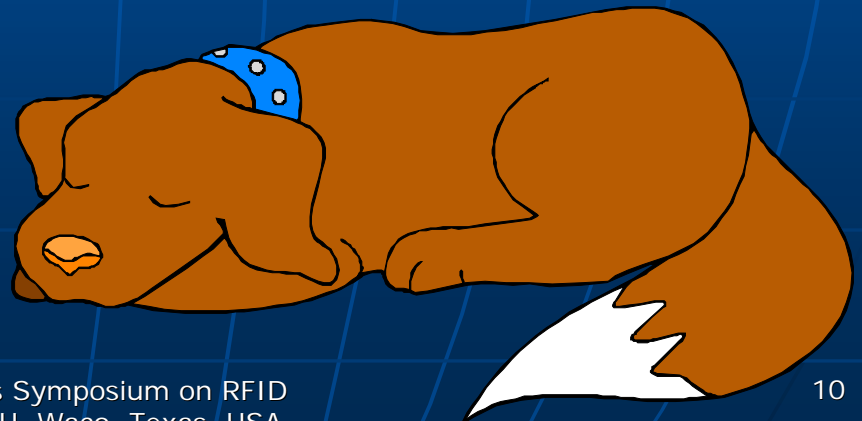
- Limited scope projects, solving specific logistics problems in the supply chain, having increased successes and labor efficiencies.
- Expect increased funding for additional projects during FY2008.

**Baird Report** Sept 07

# Sleep

- Other than US Senate RFID Caucus, unofficial Congressional state is NON-activity
- If it doesn't bite, isn't Iraq...fergedaboutit  
...but you know what they say about sleeping dogs...

[www.RFIDTechCouncil.org](http://www.RFIDTechCouncil.org)



# Retrieve\*

## ■ The EU Process

- A series of townhall-like workshops in 2006

### ■ Purpose

- Build cross-society consensus on technical, legal, social/societal/ethical issues associated with RFID deployment

### ■ Result

- There is insufficient information available for interested citizens to make informed judgment of RFID pros and cons

\* From EU's Gérald Santucci's remarks, Spring'07 DoD RFID Summit.



# European RFID policy\*

Main policy objective is to contribute to:

- economic growth
- creation of more and better jobs
- more competitive conditions for companies and industry
- improved quality of life for European citizens and customers

*“Faster development and take-up of RFID technology in different application areas to contribute to higher productivity and a sustainable economic development in EU, while effectively dealing with the (potential) downsides attached to RFID implementation”*

# EU social policy

- EU social aspects of RFID
  - Security
  - Data protection
  - Privacy
- Use of RFID in the workplace
- Environmental issues

“The EESC believes that where RFID applications are permitted, the implementation should be fully transparent to everyone involved. The imperative need to preserve privacy and anonymity must be the core of the Recommendation by the Commission to the Member States.” 11-12Jul-07 EESC meeting

[http://ec.europa.eu/education/policies/educ/eit/index\\_en.html](http://ec.europa.eu/education/policies/educ/eit/index_en.html)

# Regulations in Europe (2007)

- Electro-Magnetic Compatibility (EMC)
  - CEPT in Europe
    - Issues *recommendations*
    - RFID belong to Short Range Devices
    - Directive 1999/5/EC
    - ETSI: working with CEPT on technical and normative aspects
  - Communication frequencies
    - Radio Spectrum Decision 676/2002/EC
  - Health and safety of people
    - ICNIRP (1998), IEEE (C95.1-1999), EC (1999/519/EC)
    - Protection of workers: Directive 2004/40/EC
  - Electromagnetic pollution
    - Frequency Hopping vs. 'Listen Before Talk'

# Stretch



- China & India, awakening giants.
  - China 1.3 billion citizens
  - India 1.1 billion citizens
- Size dictates.
  - E.g., UHF:
    - China officially chose the 840 MHz range
    - EU 860
    - N.A. 920
- Resulting in asymmetry in frequency usage and confounding global vision of universal supply chain

# Summarizing A dog's view

- Attack!
  - State governments. If you don't understand—Legislate
- Guard
  - The regulators – FCC, FTC, FAA
- Sleep
  - If it doesn't bite, isn't Iraq, fergeddaboutit
- Play ball
  - DoD mandate leads
- Retrieve
  - EU reaches out to find consensus
- S t r e t c h
  - China & India complicate worldwide supply chain vision.



# The upshot is...

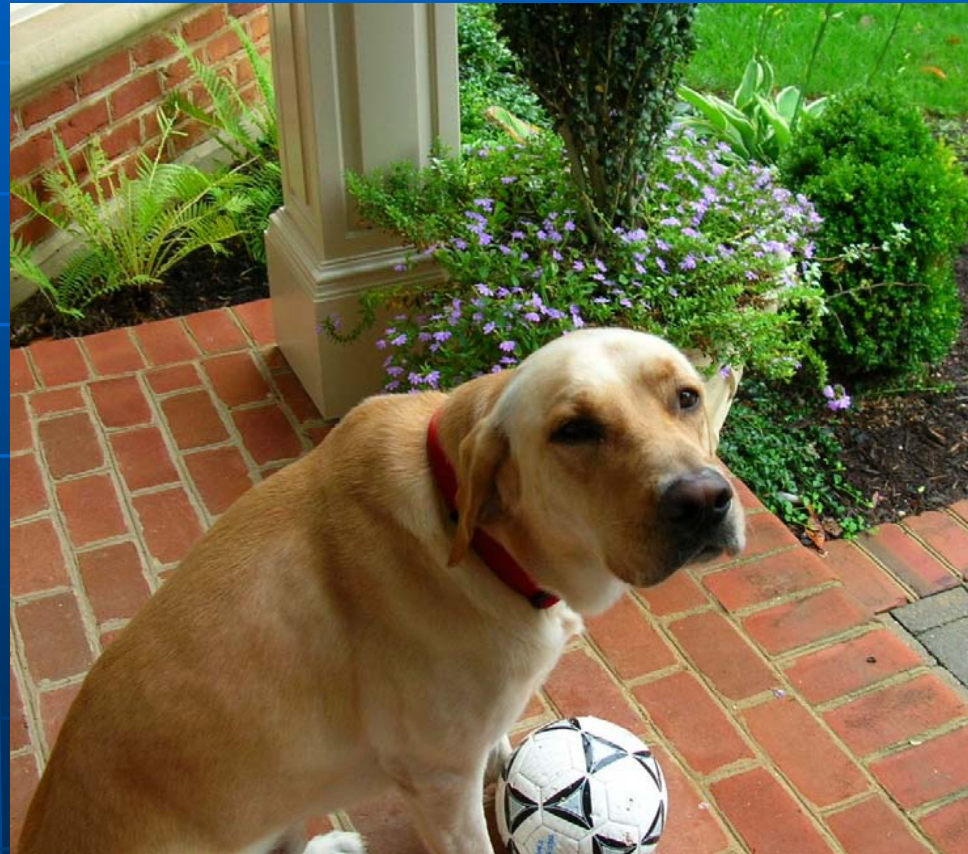
- Like the RFID industry, government and RFID are at the dance meeting each other. Mostly the white gloves are still on.
- Different jurisdictions react differently to the technology. Some are threatened, some embrace.

# Action memo for RFID advocates

- Remain vigilant.
  - Stay in touch with your governing bodies.
- Educate.
  - No matter who.
- Design for transparency.

# Best View

- Make RFID your buddy.



# Questions?

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