



BSI Standards Publication

**Information technology  
— Notification of RFID —  
The information sign to be  
displayed in areas where RFID  
interrogators are deployed**

**National foreword**

This Published Document is the UK implementation of CEN/TS 16685:2014.

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A list of organizations represented on this committee can be obtained on request to its secretary.

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English Version

**Information technology - Notification of RFID - The information sign to be displayed in areas where RFID interrogators are deployed**

Technologies de l'information - Notification d'identification par radiofréquence (RFID): Signe informationnel et informations complémentaires exigibles lorsque des lecteurs RFID sont déployés

Informationstechnik - Notifizierung von RFID - Informationszeichen, das überall dort angebracht werden muss, wo RFID-Lesegeräte im Einsatz sind

This Technical Specification (CEN/TS) was approved by CEN on 8 March 2014 for provisional application.

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## Foreword

This document (CEN/TS 16685:2014) has been prepared by Technical Committee CEN/TC 225 "AIDC technologies", the secretariat of which is held by NEN.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN [and/or CENELEC] shall not be held responsible for identifying any or all such patent rights.

This Technical Specification is one of a series of related deliverables, which comprise mandate 436 Phase 2.

The other deliverables are:

- EN 16570, *Information technology — Notification of RFID — The information sign and additional information to be provided by operators of RFID application systems*
- EN 16571, *Information technology — RFID privacy impact assessment process*
- EN 16656, *Information technology - Radio frequency identification for item management - RFID Emblem (ISO/IEC 29160:2012, modified)*
- CEN/TR 16684, *Information technology — Notification of RFID — Additional information to be provided by operators*
- CEN/TR 16669, *Information technology — Device interface to support ISO/IEC 18000-3 Mode 1*
- CEN/TR 16670, *Information technology — RFID threat and vulnerability analysis*
- CEN/TR 16671, *Information technology — Authorisation of mobile phones when used as RFID interrogators*
- CEN/TR 16672, *Information technology — Privacy capability features of current RFID technologies*
- CEN/TR 16673, *Information technology — RFID privacy impact assessment analysis for specific sectors*
- CEN/TR 16674, *Information technology — Analysis of privacy impact assessment methodologies relevant to RFID*

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## **0 Introduction**

### **0.1 General**

In response to the growing deployment of RFID systems in Europe, the European Commission published in 2007 the Communication COM(2007) 96 'RFID in Europe: steps towards a policy framework'. This Communication proposed steps which needed to be taken to reduce barriers to adoption of RFID whilst respecting the basic legal framework safeguarding fundamental values such as health, environment, data protection, privacy and security.

In December 2008, the European Commission addressed Mandate M/436 to CEN, CENELEC and ETSI in the field of ICT as applied to RFID systems.

The Mandate addresses the data protection, privacy and information policy aspects of RFID, and is being executed in two phases.

Phase 1, completed in May 2011, identified the work needed to produce a complete framework of future RFID standards. The Phase 1 results are contained in the ETSI Technical Report TR 187 020, which was published in May 2011.

Phase 2 is concerned with the execution of the standardisation work programme identified in the first phase.

This European Technical Specification is one of eleven deliverables for M/436 Phase 2. It builds on the research undertaken in the related Technical Report *Notification of RFID: Additional information to be provided by operators*.

### **0.2 Objectives**

The objective of this Technical Specification is to provide enterprises, both large and small, with a common and accessible framework for the design and display of RFID notification signs.

In addition to the information placed on the sign, the framework includes the off-sign application information resource – the “information policy” - needed to answer enquiries received from individuals accessing the contact point noted on the sign itself. This minimises the volume of information written on the sign.

### **0.3 Applicability**

This Technical Specification applies to all enterprises operating RFID applications in the European Union.

## 1 Scope

This Technical Specification defines:

- the details of data and graphics that shall be included on the signage;
- the presentational requirements for the signage, taking account of the need:
  - to provide a practical solution given constraints on print technique and print area;
  - for a consistent common and recognizable signage;
- means to support accessibility;
- the structure and content of an information policy to meet the informational needs of individuals with respect to RFID privacy.

## 2 Normative References

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN 16656:2014, *Information technology – Radio frequency identification for item management – RFID Emblem (ISO/IEC 29160:2012, modified)*

EN 16571:2014, *Information technology – RFID privacy impact assessment process*

## 3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

### 3.1

#### **common European RFID notification emblem**

easily recognised graphic device that indicates the presence of radio frequency identification systems

Note 1 to entry: This emblem is defined in EN 16656:2014 as the filled general purpose emblem (see Figure B.3)

Note 2 to entry: Users of this Technical Report should use EN 16656:2014 rather than the ISO/IEC version. The European version contains specific advice regarding use of the RFID Emblem in an EU environment, especially in relation to sizing of the emblem.

### 3.2

#### **controller**

natural or legal person, public authority of agency, or any other body which alone or jointly with others determines the purpose and means of the processing of personal data

Note 1 to entry: The purpose and means of the processing are determined by national or Community laws or regulations the controller or the specific criteria for his nomination may be designated by national or Community Law.

### 3.3

#### **data controller**

natural or legal person, public authority, agency or any other body which alone or jointly with others determines the purposes and means of the processing of personal data

Note 1 to entry: The purposes and means of processing are determined by national or Community laws or regulations, the controller or the specific criteria for his nomination may be designated by national or Community law.

**3.4  
emblem**

Common European RFID Notification Emblem to signify that it is non-commercial and does not make any statement of interoperability

**3.5  
logo**

graphic devices that indicate proprietary systems and interoperability

Note 1 to entry: A contactless bank or transport card might carry the notification emblem, plus a logo indicating system interoperability, and a logo indicating the card issuer.

**3.6  
RFID application operator  
operator**

natural or legal person, public authority, agency, or any other body, which, alone or jointly with others, determines the purposes and means of operating an application, including controllers of personal data using an RFID application

**3.7  
personal data**

any information relating to an identified or identifiable natural person ('data subject')

Note 1 to entry: An identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identification number or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity.

**3.8  
personal data processing**

any operation or any set of operations upon personal data, such as:

- collecting, recording, organisation, storage;
- adaptation or alteration, retrieval;
- consultation, use;
- disclosure by transmission, dissemination or otherwise making available;
- alignment or combination;
- blocking, erasure or destruction

**3.9  
RFID  
radio frequency identification**

means the use of electro-magnetic radiating waves or reactive field coupling in the radio frequency portion of the spectrum to communicate to or from a tag through a variety of modulation and encoding schemes to uniquely read the identity of a radio frequency tag or other data stored on it

**3.10  
RFID application  
application**

application that processes data through the use of tags and readers, and which is supported by a back-end system and a networked communication infrastructure



### 3.11

#### **RFID reader**

#### **RFID writer**

#### **reader**

fixed or mobile data capture and identification device using a radio frequency electromagnetic wave or reactive field coupling to stimulate and effect a modulated data response from a tag or group of tags

### 3.12

#### **RFID tag**

#### **RF tag**

#### **tag**

#### **transponder**

#### **electronic label**

#### **code plate**

RFID device having the ability to produce a radio signal or a RFID device that re-couples, back-scatters or reflects (depending on the type of device) and modulates a carrier signal received from a reader or writer

Note 1 to entry: Although 'transponder' is technically the most accurate term, the most common and preferred term is 'tag' or 'RF tag'.

Note 2 to entry: For the purposes of Mandate M436, an RF tag applies to any transponder that is capable of communicating using the radio frequency portion of the spectrum for communication purposes. As such it applies to any form factor including cards or phones that contain a transponder.

### 3.13

#### **special personal data**

all personal data that provide information on a person's characteristics apart from identity data (name, birth date and place, address, governmental identification card number, etc.):

- religious or philosophical beliefs;
- race;
- political opinions;
- health;
- sexual orientation;
- membership of a trade union;
- personal data connected with a person's criminal behaviour;
- personal data connected with unlawful or objectionable conduct for which a ban has been imposed (a street ban, for example)

## **4 The Common European RFID Notification Signage System**

### **4.1 Introduction**

The EC Recommendation of May 12<sup>th</sup> 2009 on the implementation of privacy and data protection principles in applications supported by radio-frequency identification, calls for increased awareness by citizens and enterprises about the features and capabilities of RFID. It notes that parties deploying RFID technology have a responsibility to provide individuals with information on the use of these applications.

The Common RFID Notification signage system is a key element of the solution design.

The information policy requirements based *inter alia* on ISO/IEC Guide 76 and current privacy good practice.

## **4.2 Definition of the Common European Notification Signage System**

The Common European RFID Notification Sign consists of three elements:

- a graphic emblem derived from the general purpose emblem defined in EN 16656:2014, Figure B.3);
- a textual description of the purpose of the RFID application being notified;
- a textual definition of the contact point from which further information may be obtained from the application operator.

The Common RFID Notification Sign shall not be regarded as a hazard sign, and shall not utilise shapes/outlines and/or colours that might imply danger.

The Common RFID Notification Sign shall conform to the norms of the country where the sign is displayed in relation to:

- visibility, legibility and accessibility as applied to trade regulation;
- language, declaration of relevant laws, decrees, etc.

## **4.3 The Common RFID emblem**

The RFID Emblem shall conform to the general purpose design contained in EN 16656:2014, Figure B.3. The RFID emblem shall be:

- used on all RFID notification signs;
- placed above or to the left of the other elements.

The Common RFID Emblem does not replace existing logos that indicate system interoperability.

The Common RFID Emblem shall not be used to imply interoperability or compliance with any system.

## **4.4 Purpose of the application(s)**

The scope and purpose of the application(s) shall be described on the sign, e.g.:

- RFID systems operate in this area for reasons of inventory control and product security;
- RFID systems operate in this area for control of tickets;
- RFID systems operate in this area to improve availability of lending items.

All the RFID application(s) listed on a sign should be operated by a single operator, whose name and contact details should appear on the same sign.

The Application Scope and Purpose information shall be displayed as human readable text in a font type size that conforms to the legibility and accessibility regulations for the country in which the sign is located. Additionally, machine-readable methods such as QR code may be used.

## **4.5 Contact Point**

### **4.5.1 General**

The Contact Point element of the sign shall display:

- the legal name of the entity operating the RFID application;
- at least one method of direct contact generally available to an individual.

The contact methodology implemented shall always permit person-to-person contact during normal working hours: this may include telephone number, postal address or e-mail address.

Where a telephone number is provided, this number shall be a toll-free or standard rate number in the country where the sign is displayed.

Additionally, indirect methods such as websites may be used to provide answers to FAQs regarding the application. These FAQ answers should include a direct method of contact with the application operator.

It is recognised that the application operator, especially in the case of small enterprises, buying groups, franchises, etc., may delegate the contact point task to third parties such as call centres. However, it should be noted that this does not reduce the legal responsibilities of the application operator in terms of compliance with Data Protection and Privacy regulations.

The Contact Point information shall be displayed as human readable text in a font type size that conforms to the legibility and accessibility regulations for the country in which the sign is located. Additionally, machine-readable methods such as QR code may be used.

### **4.5.2 Name of the operator of the application**

The Application Operator's name displayed shall be the name of a EU registered company. A EU company identifier may supplement the RFID operator's name but cannot replace it: the company identifier shall be presented on the same row and follow the operator's name.

No other information in any form should be present on the same row as the RFID application operator's name or company identifier.

## **5 Placement of RFID Signs notifying the presence of RFID readers**

RFID Notification signs shall be placed at all entrances to areas to which the public may have access, and where fixed and/or mobile RFID readers may be operating.

The sign does not purport to define the boundaries of the area where tags might be read, nor does it indicate the likelihood of reading of any tagged item carried by the citizen.

The sign shall be compliant with relevant trading regulations in the country where the sign is displayed.

## **6 Placement of signs notifying the presence of RFID transponders**

Notification of the presence of an RFID transponder (of any type, frequency or powering technique) on or embedded in an item shall be done by the presence of the RFID Notification Emblem, together with the name and contact point of the entity causing the tag to be placed on or in the item.

The minimum size of the notification emblem when applied to an item carrying a RFID transponder shall be 5x5 mm.

The colour and intensity of ink used to print the emblem is at the discretion of the operator, always subject to legibility as determined by trade regulation.

## **7 Scope and Purpose of Application statement on items carrying a transponder**

Compliance with this Technical Specification does not require a scope and purpose statement to be placed on items carrying a transponder.

Where a transponder is embedded in or attached to a consumer durable item for warranty, maintenance and end of life disposal management, good practice indicates that a sign showing the purpose of the transponder should be placed on the item.

## **8 Guidelines on Additional information: the Information Policy**

### **8.1 General**

The Common RFID Notification sign points to the location of an information resource created and maintained by the application operator and used by the application operator to answer questions from citizens about the privacy characteristics of the application.

This resource shall contain the public information policy of the application operator together with details of the application.

### **8.2 Information policy requirements with respect to RFID privacy**

The information policy shall consider the information needs of consumers, citizens and users in relation to the following:

- signage information to be provided when physical space on products does not allow signage additional to the emblem to be provided on the product itself;
- RFID privacy information and notification within promotional material;
- RFID privacy information and notification within sales material and pre-contract information;
- RFID privacy relevant contractual clauses;
- post sale user RFID privacy information including end of use of an item;
- RFID privacy information and notification to be obtained from manufacturers and RFID technology suppliers;
- information accessibility.

### **8.3 Guidelines on additional information for the information policy with respect to RFID privacy**

#### **8.3.1 Application information**

If a retail product has a tag attached or embedded then the common European sign shall be displayed on the retail product. If the tagged product is sold inside packaging, then this packaging shall also display the notification sign.

#### **8.3.2 RFID privacy information and notification within promotional material**

The application operator may wish to advertise or promote the benefits of the RFID capabilities of an item.

In that case, any residual risks or issues relating to the use of RFID shall be communicated to the public should also be included in the promotional material.

The relevant PIA analysis and report should be the key source for making such decisions about what information is needed for consumers and the public.

EXAMPLE the residual read and eavesdropping ranges could be risk factors on tagged items and a notification such as “remains readable over short distances” or “contains RFID” may be needed in promotional material.

If mitigation measures need to be taken by individuals to bring risks down to acceptable levels then general statements that “mitigation may be required to maintain privacy” should be considered in promotional material.

### **8.3.3 RFID privacy information and notification within Sales material and pre-contract information**

To assist an individual considering whether to purchase a tagged good or agree to use an RFID enabled service (such as contactless payments and travel cards) then more detailed information should be considered in the information policy.

Areas to be explicitly considered should include:

- 1) Notification of any data use where opt out consent is not available.
- 2) Whether any privacy options affect prices, e.g. if an opt out means that when data sharing is not consented to, prices are increased.
- 3) The maximum read distances for readers and cards and other items containing tags. Specifically the combination of the maximum power output allowed for reader performance and the minimum tag ( or smart card ) input power picked up by the tag that enables reading of the tag whether that power level is within the relevant specifications or at a lower power level should the tag design allow that to happen.
- 4) Any technical factors in the implementation of the tag (or smart card) selection protocols that mean consumer choice to use the item for RFID reading is, or may be, affected. E.g., where the reader and not the consumer determines the choice of card to be read when more than one card is present in the read field of the terminal.

The PIA may identify other factors relevant to informed choice for inclusion in the information policy.

The most appropriate and effective means of conveying information to consumers and the public should be considered such as:

- brochures;
- product information;
- organisational web sites;
- social networking services and Twitter;
- employees of the organisation;
- videos and pictures.

The information policy should ensure that information is easily available and not ‘hidden away’ in small print or buried in a lot of technical detail.

### **8.3.4 RFID privacy relevant contractual clauses**

Companies are developing good practice for the provision of information to consumers and the public on privacy matters. Relevant contract conditions to be considered in an information policy with respect to RFID privacy may include:

- statement of rights and responsibilities;
- privacy and privacy protection;
- sharing your content and information;
- registration and account security;
- protecting other people's rights;
- mobile and other devices;
- payments;
- special provisions applicable to other application developers and other operators of applications;
- special provisions applicable to advertisers;
- termination;
- disputes.

### **8.3.5 Post sale user RFID privacy information including end of use of an item**

Depending on the RFID application, the specific tags used for the application and any mitigation measures that require user action the information policy should consider the following privacy information provision to individuals.

- Privacy options – where there are privacy options, then their descriptions with the privacy implications of those option.
- User operating instructions that impact privacy both to maintain privacy or where miss-operation would reduce privacy.
- Staff information, training and instructions necessary to maintain individuals' privacy.
- Supplementary information on significant residual risks if more detail is required.
- Information provision to assist consumers in taking mitigation action if consumer purchased mitigation equipment should be proposed. The information policy should consider information about where to obtain suitable quality equipment and likely costs.
- The information provision that should be made to consumers and members of the public if there is a loss or leak of data that would allow others to identify or target individuals through the possession of RFID identifiable items provided by the application operator.
- End of use by an individual: what privacy protecting instructions should be provided for waste disposal or recycling or secondary goods markets like car boot sales and eBay.

The information policy with respect to RFID privacy should consider the most appropriate and effective means of conveying information to consumers and the public after individuals choose to purchase goods or use services. A range of communication methods are available including:

- user documentation;
- publicity and news channels;
- sales outlets;
- organisational web sites;
- social networking services and Twitter;
- employees of the organisation.

### **8.3.6 RFID privacy information and notification to be obtained from manufacturers and other RFID technology suppliers.**

It has been recognised as significant that the role of retailers and others who may act as a route to consumers and the public for RFID identifiable items when they, as providers have no RFID capability themselves.

The RFID PIA EN process defined in EN 16571:2014 clarifies this and includes those who write data to a tag and others as application operators. The information policy good practice identified in Clause 5 of the EN 16571:2014 should apply to such operators who could reasonably expect the RFID items they provide ending up in the possession of consumers or members of the public. In these circumstances supporting information should be made available to the end providers of the goods sufficient for them to, in turn, provide reasonable information to consumers enabling informed choice.

## **9 Legibility/Accessibility**

The content and legibility of the Common RFID Notification signage shall be compliant with relevant EU and National law and regulation.

Existing National regulations within the EU define the meaning of legibility in relation to the marking of items, both for normally sighted and impaired vision citizens.

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