

1. AIM Global's Perspective on Consumer Privacy and Security

AIM Global is dedicated to ensuring full compliance with all relevant personal privacy and security regulations and laws.

AIM Global is well aware of concerns regarding consumer privacy. AIM's members are working to address these concerns where RFID technology-based solutions are appropriate.

AIM Global believes that "best practice" policies and procedures should be put into place to ensure appropriate consumer privacy. Specifically, consumers should have the right to:

- Be informed, prior to purchase, whether an item or product contains an RFID tag
- Use, deactivate or remove RFID tags after purchase of an item
- Opt out of RFID-enabled services
- Be informed, at time of purchase or issuance, of what type of data is stored on an RFID tag on a product or card in their possession
- Be informed, at time of purchase or issuance, about when, where and for what purpose a tag in their possession would be read.

2. AIM Global's Perspective on the Regulatory Environment

AIM Global favors a worldwide regulatory environment where RFID users in every country can realize robust, high-performance implementations.

Even with international standards, national and regional regulatory bodies have the final say in factors that affect the performance and ultimate optimization of RFID systems. AIM believes that full market development will only occur when regulations are aligned. AIM Global's first objective is to facilitate approval of compatible regulations in all countries. As part of this objective AIM Global will work through national member organizations to influence World Trade Organization (WTO) and Radio Telecommunications Union (RTU) to rationalize these factors that influence performance to support the global performance standardization itself.



3. AIM Global's Perspective on RFID Standards

AIM Global supports cooperation between ISO and industry consortia (e.g., EPCglobal, AIAG, and IATA) to eliminate redundant or conflicting efforts, and recommends that industry consortia users and technology providers participate in and support the ISO standards development process.

Because ISO standards permit the international community of nations to participate in the standards development process, AIM Global supports the development of international standards using the ISO process. Such standards include established international standards for freight containers, smart cards, and animal identification and evolving ISO standards for freight containers, returnable transport items, transport units, product packaging, product tagging, and electronic container seals.

AIM Global further supports the development of market/industry specific standards based on ISO technical, data structure, and conformance standards or where the market/ industry standards development serve as an incubation chamber for improvements in existing ISO standards.

Standards provide a common definition for devices, processes, and applications. Such a common definition provides a means for interoperability among various independent participants in industry. AIM Global promotes and encourages its members to actively participate in such efforts to standardize technology with a view of encouraging market growth.

4. AIM Global's Perspective on Intellectual Property

AIM Global is dedicated to accelerating the growth and use of automatic identification and data collection (AIDC) technologies and services around the world. In order to achieve our vision of driving the pervasive use of these technologies, we encourage members to actively participate in and follow the policies of ISO/IEC standards. To achieve stable growth of AIDC technologies, we also support and encourage continued technological improvements through member investments in R&D. Recognizing that patents, trademarks, copyrights and trade secrets protecting those investments are corporate assets that can strengthen their company, and our industry, it is easy to see why they should be protected. We believe in the universal value of intellectual property (IP) and its enormous potential to enhance our industry growth over the long term.



AIM encourages AIDC companies to work together to navigate the necessary agreements/relationships that will promote industry growth over the long haul.

AIM Global encourages all AIDC vendors and integrators respect and leverage the industry growth offered through ISO/IEC standards and the ISO/IEC "reasonable and non-discriminatory (RAND)" patent licensing policies associated with the use of those standards.

5. AIM Global's Perspective on Safety and Regulation

[AIM Global only supports the adoption of safe technologies.](#)

The appropriate regulatory agencies should continue to monitor usage for potential concerns and address them through the appropriate process that helps the Automatic Identification and Mobility industry use technology in a safe manner without creating barriers – perceived or real - to its successful deployment.

These agencies include:

- OSHA (Occupational Safety and Health Administration)
- ERO (European Radio-communications Office)
- IEEE C95.1 (Institute of Electrical and Electronics Engineers)
- NCRP (National Council on Radiation Protection and Measurements)
- ICNIRP (International Commission on Non-Ionizing Radiation Protection) under the WHO (World Health Organization)
- IEC (International Electro-technical Commission)
- CENELEC (European Committee for Electro-technical Standardization)

6. AIM Global's Perspective on Item-level RFID Tag Frequency

[AIM Global supports the appropriate use of RFID for item-level identification by providing supply chain efficiencies, a safe and secure food chain, pharmaceutical authentication and e-pedigree, and accurate product recalls.](#)

The ability to use either high frequency (HF) or ultra-high frequency (UHF) technology has led to the question of which one is "better" for item-level tagging for different regulatory environments, applications, and classes of products.

It is AIM Global's position that both high frequency (HF) and ultra-high frequency (UHF) RFID technologies can be used effectively for item-level applications. Each has specific advantages and disadvantages depending on the size, type of item and the deployment environment.



AIM Global RFID Position Statements

It is also AIM Global's position that the marketplace will, as it has with all automatic identification and mobility products, evaluate the options and select the technology standard that best meets its needs and application environments.

- AIM will fund and support efforts to remove the artificial regulatory barriers to international deployment of RFID.
- AIM will expand its support of education on choices of technology selection.
- AIM will support efforts to understand the dynamics of overlapping RFID technologies on items in supply chains.

AIM Global and its members are primary contributors to the development of technical standards for RFID within ISO and EPCglobal. To connect with these experts, please contact AIM Global at itemlevel@aimglobal.org.

Rev: 10/04/06

