

# BIC

## Breakfasts 2017

**Welcome to July's BIC Breakfast:  
RFID Privacy in Libraries: Revealing What Librarians  
(both Public & Academic), Library Suppliers and  
Library Systems Vendors Need to Know**

**#BICBreakfast**

Kindly sponsored by





BOOK INDUSTRY COMMUNICATION LTD



**What is a  
BIC Breakfast?**

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THE BOOK INDUSTRY'S  
SUPPLY CHAIN ORGANISATION

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# BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



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## Regular BIC Events

BIC Breakfasts (monthly)

New Trends in Publishing Seminar (5<sup>th</sup> September 2017)

BIC Networking Events  
including our annual BIC Bash (November 2017)

Building a Better Business Seminar at LBF  
(12<sup>th</sup> April 2018)



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## **BIC on the web**

New website coming soon

Extensive Training Programme

Social Media:

**@BIC1UK**

**@KarinaLuke**

**@LastPhoenixDown**

**@BIC\_LCF**

**Connect with us on Twitter, Facebook and LinkedIn.**



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**Over to John...**



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BIC Breakfast: RFID Privacy





# AXIELL HELPS YOU

## ENGAGE

Apps and interfaces to help you connect and interact with your patrons, wherever they are.

01

ENGAGE

## MANAGE

Tools that allow staff to work more efficiently and effectively.

02

MANAGE

## PLAN

Test, analyse, learn and improve every aspect of your library service.

03

PLAN

## GROW

Integrate and share content and services to help you do more for more people.

GROW

# WHY AXIELL?





AXIELL Quria



AXIELL







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# RFID Privacy – BIC Breakfast

- What is RFID?
  - Radio Frequency Identification
  - Uses radio tags to identify and track items in retail, industry and libraries
  - Enables libraries to transform, self service (issue and return), improves stock management, security etc.
- What is Privacy?
  - freedom from damaging publicity, public scrutiny, secret surveillance, or unauthorized disclosure of one's personal data or information (dictionary.com)
- What is RFID Privacy?
  - Identified risk to privacy by unauthorised reading of RFID tags



# RFID Privacy – BIC Breakfast

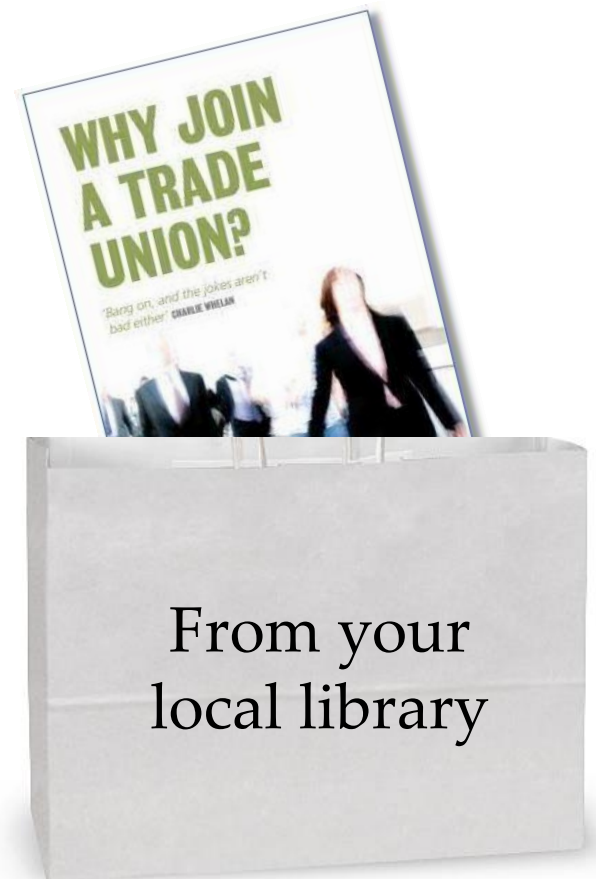
- The EU has decided that citizens have a right to privacy
- 2 EU Mandates 16570 and 16571 published - identifying risks to privacy from RFID
- All users/operators of RFID in EU have to undergo a PIA (Privacy Impact Assessment)
- This will identify the risk to privacy posed by their use of RFID
  - Compare tagging on blood samples v. tagging on a library book
  - Both identified as HIGH RISK!
- EU Mandates require member states to take ACTION
  - Not yet in UK Law – may be affected by Brexit?





# RFID Privacy – BIC Breakfast

- RFID Privacy Risks identified as:
  - 1) Obtaining information about your tastes, interests, sexual orientation, membership of political groups e.g. trades unions etc.
  - 2) Using an RFID tag on a library book to track your movements e.g. across a city



# RFID Privacy – BIC Breakfast

- To read UK tags (VHF), reader needs to be in very close proximity
- Risks are probably miniscule compared to self-inflicted risks from use of a smartphone, membership of Facebook etc. (or CCTV etc.)



# RFID Privacy – BIC Breakfast

- EU Mandates require libraries to:
  - Undertake frequent Privacy Impact Assessments (PIAs)
  - Warn users/customers/patrons about RFID and risks to their privacy
  - Display signage with warning logo
  - Develop a Privacy Policy to explain what the library is doing to protect privacy
  - Mitigate the risks by developing improved technology e.g. new RFID tags, encryption
  - Libraries, system vendors and stock suppliers all involved in process

=> additional cost



# RFID Privacy – BIC Breakfast

- EU Mandates not designed for libraries:
  - Frequent Privacy Impact Assessments would be expensive
  - Attempts by some software suppliers to sell libraries software to assist with RFID PIAs
  - Nominated staff on hand to respond to customer queries
  - Sticker every library book with warning logo – additional servicing costs retailers already displaying warning logo – easy for retailers, hard for libraries
  - Develop new tags and encryption to reduce risk – cost for libraries and slow roll out as library books “churn” slowly
  - PIA results in libraries being High Risk due to tags always on
  - Mitigation very slow and expensive – retagging all books?
  - Danger of destroying RFID in libraries...



RFID Logo

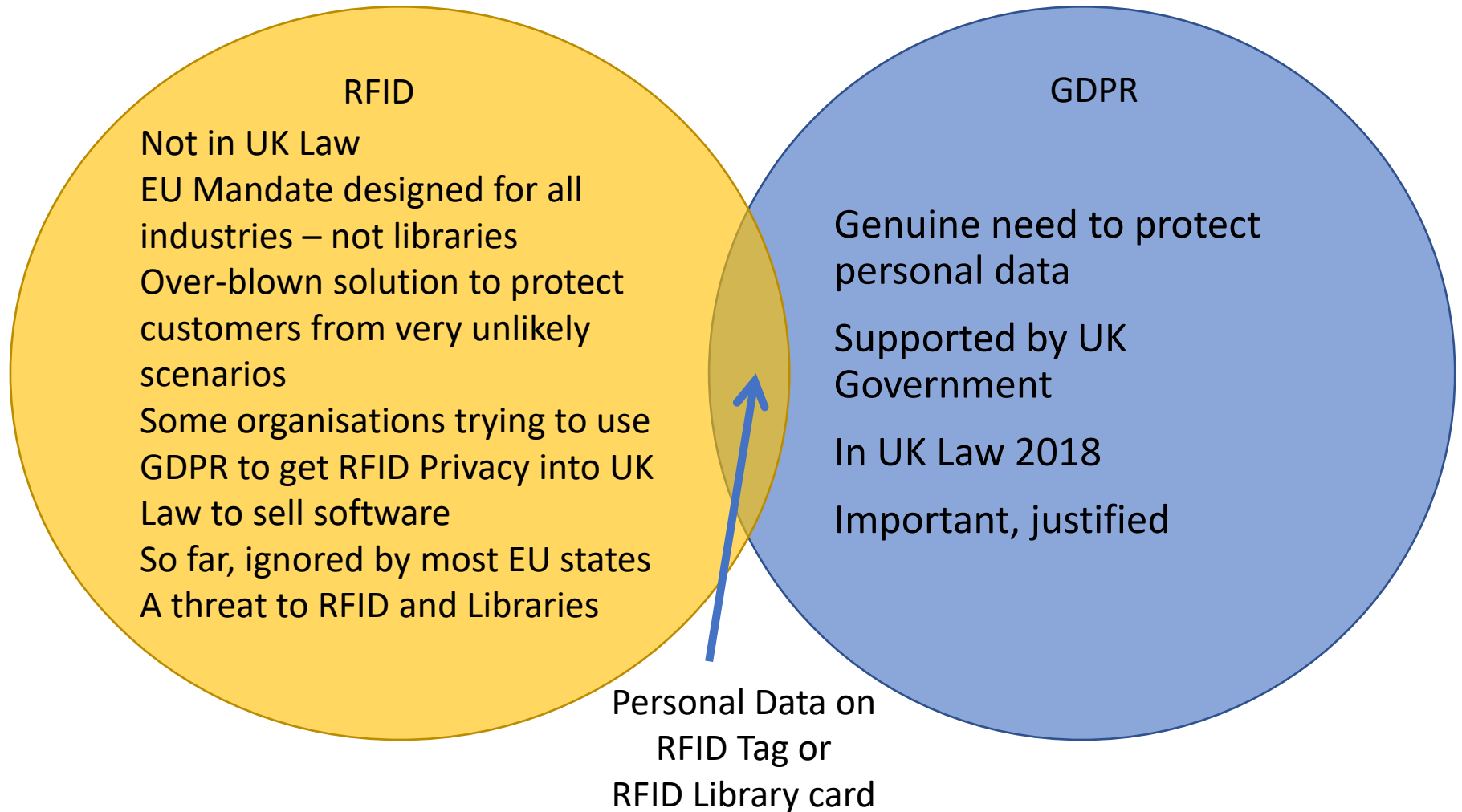


# RFID Privacy – BIC Breakfast

- Upcoming UK law about data protection called GDPR. This is similar to RFID Privacy in some respects:
  - But don't confuse the two.
  - GDPR is going to be UK law in 2018
  - GDPR is about data protection - how organisations obtain, store and use our personal data – also uses PIA concept



# RFID Privacy – BIC Breakfast







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**Over to Catherine  
& Karen...**



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# RFID Privacy – BIC Breakfast

We are in touch with the ICO



We are keeping a watching brief on EU legislation



# RFID Privacy – BIC Breakfast

- Toolkit
- Voluntary
- Code of Practice – 3 page document
  - 1 page of institution and introduction
  - 1 page of steps 1-11
  - 1 page for signature



# RFID Privacy – BIC Breakfast

- Steps 1-11
  - No personal data is stored on the RFID tags
  - Inform library users
  - Label all RFID hardware
  - Put up notices and signage
  - Develop an RFID Privacy Policy
  - Inform all new and renewing members
  - Include a link to the Policy web pages and appropriate emails
  - Discuss with RFID vendors
  - Monitor these measures for effectiveness
  - Create a designated role of 'privacy officer'
  - Sign this Code of Practice



# RFID Privacy – BIC Breakfast

- Toolkit:

- Privacy policy
- Logo – industry-wide RFID logo
- Poster
- Sample text for websites, emails  
and RFID Kiosk printed receipts



- *Sample* text - drafts – for each authority / institution to adapt in conjunction with management, directors, DPO, comms, website teams and whoever else your processes require

# RFID Privacy – BIC Breakfast

Distinct Privacy Impact Assessments to address:

- Article 35 of the GDPR

## Step three: Identify the privacy and related risks

Identify the key privacy risks and the associated compliance and corporate risks. Larger-scale PIAs might record this information on a more formal risk register.

Annex three can be used to help you identify the DPA related compliance risks.

Privacy issue	Risk to individuals	Compliance risk	Associated organisation / corporate risk

- RFID privacy

# RFID Privacy – BIC Breakfast

## Policy

- What RFID is
- The potential risk to privacy posed by RFID technology



# RFID Privacy – BIC Breakfast

## Policy

- Actions the library has taken
- Advice for individuals

ADD YOUR  
ORGANISATION'S  
LOGO HERE



## **RFID may be in use on these premises**

This may, in certain circumstances, constitute a risk to your privacy. We take this risk very seriously.

To find out more and inspect our privacy policy, please visit our website at:

[www.enteryourwebsitehere.com](http://www.enteryourwebsitehere.com)

Or to see a paper copy please ask any member of staff.





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**Over to Paul...**



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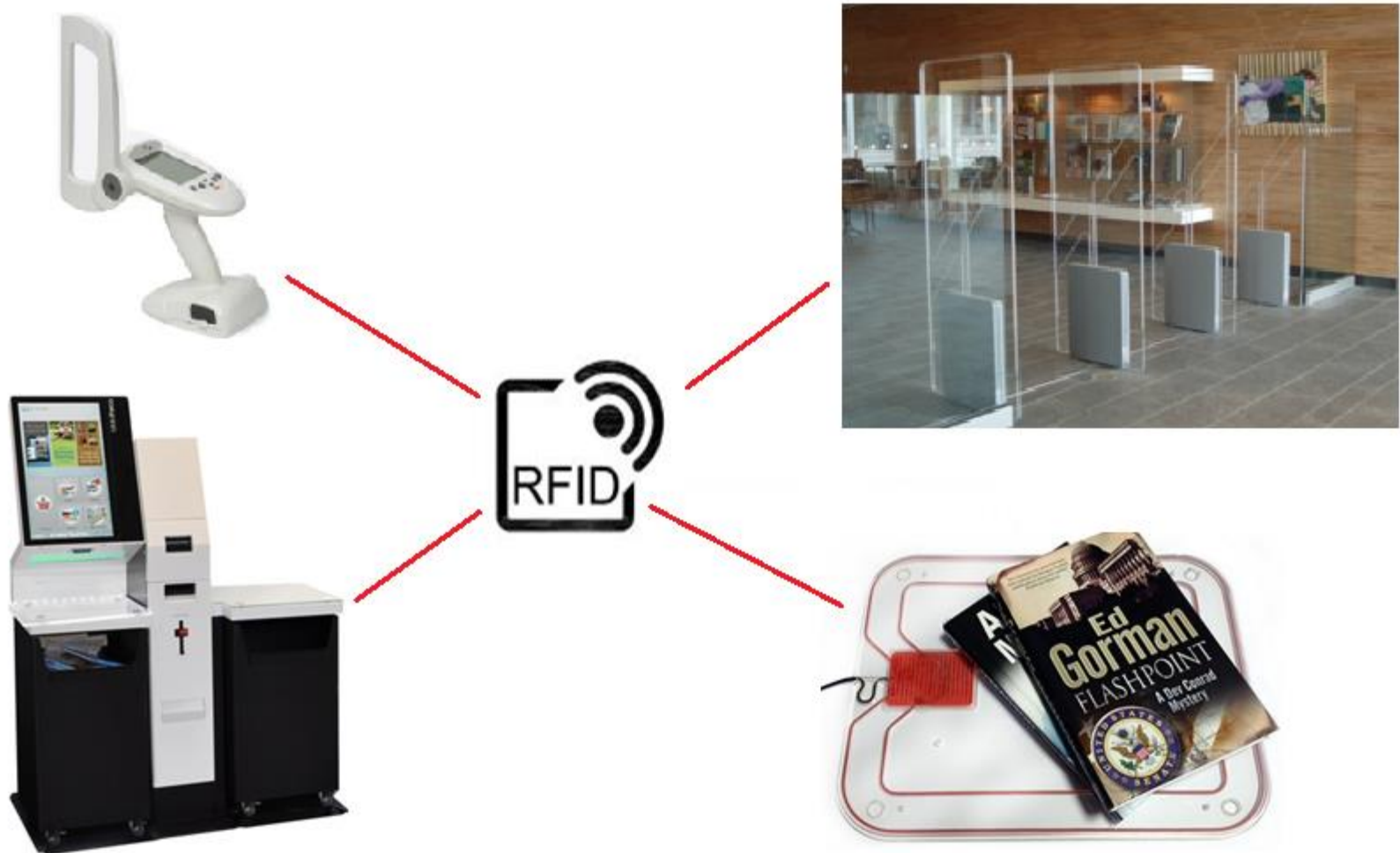
RFID Systems vendors recognise important role in supporting libraries to meet the requirements of the EU Mandate for Privacy

## Key areas:

- Correctly label RFID hardware
- Ensure no personal data on RFID tags
- Take account of Privacy in development of future RFID technology solutions
- Potentially identify technology solution for Privacy for current deployments



# RFID Privacy – BIC Breakfast



# RFID Privacy – BIC Breakfast

## ISO 28560 Data Elements

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>1. Primary item identifier</li><li>2. Content parameter</li><li>3. Owner library (ISIL)</li><li>4. Set information</li><li>5. Type of usage - (Books - reference, circulating etc. Borrowers – Type, Other items – for rental etc.)</li></ul> | <ul style="list-style-type: none"><li>13. Product identifier GS1 - element 13 and 18 mutually exclusive</li><li>14. Local data A</li><li>15. Local data B</li><li>16. Local data C</li><li>17. Title</li><li>18. Product identifier local - element 13 and 18 mutually exclusive</li><li>19. Media format (other) - elements 7, 8 and 19 mutually exclusive</li><li>20. Supply chain stage</li><li>21. Invoice number</li><li>22. Alternative item identifier</li><li>23. Alternative owner library - element 3 and 23 mutually exclusive</li><li>24. Subsidiary of an owner library</li><li>25. Alternative ILL borrowing institution - element 11 and 25 mutually exclusive</li></ul> |
|---|---|



# RFID Privacy – BIC Breakfast

Important for RFID System Vendors to have Privacy as a cornerstone for future innovations

Technology Solution for current solutions – it is important to assess risk and reward



# RFID Privacy – BIC Breakfast

Area	Commentary
France	Very strict Data Protection laws but nothing specifically related to Privacy currently being raised
Germany	No questions on Privacy to date but some on encrypting data on tags and concerns about NFC phones over-writing tags
Benelux	No queries raised to date from libraries, 3rd parties in the library market or legislative bodies
Switzerland	No strict guidelines currently in place
EMEA Partners: includes Spain, Turkey, Middle East, Africa, Eastern Europe, Russia	No queries raised to date from libraries, 3rd parties in the library market or legislative bodies
US	Guidelines published by ALA in 2006 but little progress since then
Brazil	Limited standards currently so Privacy not a current concern
Japan	Library association issued similar guidelines to Code of Practice
Mainland China	No strict guidelines currently in place
Hong Kong / Macau	No Privacy guidelines but strict Data Protection guidelines
Taiwan	No strict guidelines currently in place
Australia	No strict guidelines currently in place





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# RFID Privacy – BIC Breakfast

- Conclusion
  - RFID Privacy Risk and EU Mandates
  - Pressure from EU and others to adopt mandates
  - BIC monitoring the situation
  - Libraries can plan to address privacy risk
    - BIC Code of Practice
    - BIC has produced templates to help libraries
      - Signage
      - Privacy Policy
  - Next steps
    - Plan to get ahead of Privacy legislation
    - Don't make hasty decisions to buy RFID Privacy software
  - GDPR in UK law 2018 – RFID Privacy by 2020+?
  - Don't let RFID Privacy put you off your breakfast!





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**Any questions?**



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**Thank you for attending July's BIC Breakfast:**

**RFID Privacy in Libraries: Revealing What Librarians (both Public & Academic), Library Suppliers and Library Systems Vendors Need to Know**

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