

**Question for written answer E-000598/2013
to the Commission**
Rule 117
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Subject: Use of RFID chips

An increasing number of clothing manufacturers, such as Peuterey, Lemmi Fashion, Levis or Gerry Weber, are using RFID ('radio frequency identification') chips in their clothing, while others are preparing to use these chips. In most cases, these chips, which carry unique product and serial numbers, are concealed in the care label on garments. In addition, tests are also being carried out on the use of RFID chips in the retail sector, for example in supermarket packaging.

The use of RFID technology has enormous implications for data privacy: a variety of data relating to customers could be gathered, which would even make it theoretically possible to profile people's movements. When cards are used for payment transactions, it would even be possible to link the data on the RFID chip to credit card data.

In answer to a question on this matter in October 2009, the Commission asserted that it would support binding regulations in this area if RFID recommendations for protecting privacy were not sufficiently respected.

1. What specific and binding regulations in relation to data privacy in the context of RFID technology are planned by the Commission?
2. Are there any plans to introduce an obligation on all retail chains that use RFID chips in their products to inform the public accordingly?
3. What will be the effect of the data privacy package in this respect?
4. What is the Commission's position in relation to the plans for the widespread use of RFID chips in supermarkets?