

From: Hoffa, Inc.
Sent: Friday, June 18, 2004 1:01 PM
To: rfidworkshop
Subject: RFID Applications & Implications for Consumers

As a human being, I believe I have a responsibility towards my fellow human beings, to act considerately and with compassion. I do not believe I have the right to dictate another's life according to my life's perspectives. I must live with myself and ultimately try to live by high moral values and integrity which is also reflected in my job. As my grandmother used to say, "Clean off your own back porch, before you go sweeping someone else's."

I understand the need for merchant RFID tags to track inventory. I do not understand why a merchant or manufacturer may not remove the RFID after an item is purchased. To put it bluntly: It is no one's business but my own what I do with my purchase. I bought it; it belongs to me now. There is no contract that I "share" my purchase with the merchant or manufacturer.

Another item of great concern is the internet. Bank of America, one of the largest banks in our country, had web bugs in 2002 on their logon and account pages. Web bugs are hidden graphics on a Web page or in an e-mail message designed to monitor who is reading the page or message. Web bugs are often invisible because they are typically only 1-by-1 pixels in size. Web bugs are placed on Web pages usually by third parties interested in collecting data about visitors to those pages. BA permitted data to be collected by Doubleclick, who at the time was being sued by 7 state attorneys general for privacy violations. And, Doubleclick places a tracking cookie on one's PC. Whether or not BA is still practicing this, I do not know as I immediately changed banks when my efforts to have the web bugs removed were of no avail. Now, Household Bank has web bugs on its account page with data being collected by atdmt (or Avenue A), who also places a tracking cookie on one's computer. Doubleclick, atdmt, Media Farm, etc., have no right collecting any of my personal information as they do not have my permission. They have no right placing a tracking cookie on my PC because it is my PC; they didn't buy it, they don't maintain it and they are not renting space on it! I have software to detect the web bugs without having to resort to viewing web page html/xml code. I also have software to check and remove unwanted and unfavorable cookies. Unfortunately, the majority of us are unaware of what is occurring behind the scenes.....

It is truly a sad state of affairs when corporations adopt a blatant disregard for privacy against us who keep them in business.

Rhonda Smith