

From: Laura Sidders
Sent: Monday, June 28, 2004 7:07 AM
To: rfidworkshop
Subject: rfid comment

Dear sirs,

Just as consumers have the option to have their phone numbers unlisted, consumers should also have the option to have their purchases be "unlisted." If I purchase a box of graham crackers and a box of bandaids, it should be my choice to permit marketers to use that information to target advertising to me based on what I buy. Some consumers would welcome the advertising, others would cringe at the intrusion. Consumers **MUST** have the ability to clearly identify, deactivate, and remove RFIDs from their purchases if they so choose. Manufacturers also must have the choice whether they wish to have RFIDs on their products.

Laura Sidders