

From: Ajoy Bhatia  
Sent: Monday, June 28, 2004 12:17 PM  
To: rfidworkshop  
Subject: RFID: For the consumer???

Dear sir/madam,

I find it incredible that the FTC with the catchy slogan line of "For the consumer" seems to be unabashedly espousing the cause of furthering the use of RFID tags on retail goods. This is the worst intrusion of privacy since the dawn of civilization. I can think of nothing more harmful to the consumer than RFID at this time.

History has shown that technology use rarely remains limited to the beneficial causes it is touted for at the time of introduction. I find no reason to believe that RFID will be any different. The ability to read tags surreptitiously, to encase tags in visibly inconspicuous locations on a product and to encode a unique tag ID on each piece of a product lends itself to innumerable illegitimate & unethical purposes. As the cost of RFID tags & readers continues to fall and their range of visibility rises, the possible uses can only increase. Corporate America is not known for respect of the consumer when no one is looking. Putting such a powerful tool in the hands of US companies is like handing a wrench to a monkey.

If the advance of RFID continues, I vow to stop doing business with any and all manufacturers and retailers using this technology for any published purpose. I hope that I am joined by as many consumers around the world as possible.

- Ajoy Bhatia  
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