



## News Release

### How to Keep RFID Data Secure

#### *RFID Security Alliance Members to Discuss at 2011 RFID Journal Live!*

**Sausalito, CA, April 05, 2011** – Members of the RFID Security Alliance (RFIDSA) are participating in a presentation at the 2011 RFID Journal Live! conference on April 13 2011. Their session, in the How to Deploy RFID track, is titled “How to Keep RFID Data Secure.”

“We are pleased that RFID Journal is once again letting us speak on the security and privacy issues around radio frequency identification (RFID) technology.” said Michael McCartney, chairman of the RFIDSA. “There continues to be a growing awareness and concern about these issues.”

In this session, hear from two founding members of the RFIDSA regarding how to secure your RFID implementation. To answer that question you must determine the level of security which is appropriate to your business application and the security options available, which vary based on the type of RFID technology selected. Environmental conditions could also affect the security of the RFID system. Members of the RFID Security Alliance will discuss the latest RFID security options, how to evaluate which is right for your application and proven steps to take to insure the long term success of the RFID system.

The speakers are:

Louis Parks, CEO, SecureRF Corporation, [www.SecureRF.com](http://www.SecureRF.com)

Michael McCartney, Principal, QLM Consulting, [www.QLMConsulting.com](http://www.QLMConsulting.com)

#### **About the RFID Security Alliance**

The RFID Security Alliance (RFIDSA) was founded as a resource for the RFID industry, driving market education and discussion about security and privacy issues surrounding the use of RFID technologies, solutions and applications. More information about RDIDSA can be found on its Web site at [www.RFIDSA.com](http://www.RFIDSA.com). Insights into RFID Security can be also found on the association’s blog at <http://rfidsa.blogspot.com/>.

#### **About RFID Journal LIVE**

RFID Journal LIVE! 2011 is the world's premier conference and exhibition focused on radio frequency identification and its many business applications. This ninth annual event produced by *RFID Journal*, will be held on April 12-14, 2011, at the Orlando Convention Center.

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