



***Digital Product Passports:
Unintended Consequences for
Human Digital Identity -
A Scoping Study***

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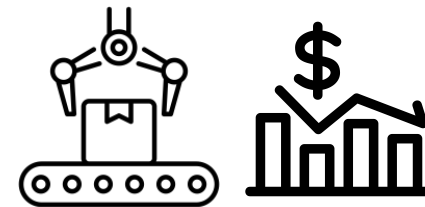
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A Novel Challenge for Future Digital Identity



Report: Digital Product Passport: the ticket to achieving a climate neutral and circular European economy?

12 July 2022 - The European Commission recently released its March Circular Economy Package, which includes a proposal for an Ecodesign for Sustainable Products Regulation (ESPR). The ESPR sets a Digital Product Passport (DPP) as a key regulatory



Digital Product Passport:

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The ticket to achieving a climate neutral and circular European economy?



Potential Impacts for Future Digital Identity

- We believe it may be **possible to infer the identities**, characteristics, schedules, and preferences of users (similar to data captured by users of social media platforms)
- Concerns about **personal security and privacy** - data relating to personal identities may be implied by the data stored in products as they move through the economy (likely without the awareness of users)
- Concerns for groups and communities who use specific products, particularly those in **secure environments**
- Risks arise when a product is voluntarily entered into the circular economy (e.g., selling a used electric vehicle or smartphone), but we must also consider the **possibility of exploitation or hacking of secure data**



Overall Project Aims and Objectives

- Clarify the **societal implications** at the intersection of **physical artefacts** and **human digital identities**
- Engage relevant stakeholders to build in consideration of **privacy, security and ethical design** alongside **sustainability** efforts
- Anticipate and proactively **mitigate potential harms** related to **human digital identity** whilst retaining the safe use of product passports for their intended purposes (e.g., 'designing out' unnecessary data gathering)



Where to Begin: A Scoping Study



- **Understand** potential unintended privacy, security, and ethical consequences (**using available literature**).

In consultation with **relevant stakeholders**, identify gaps to be filled and likely routes forward. Stakeholders include:

- the traceability, authentication and identity communities
- regulators and policymakers
- experts in cybersecurity and technology
- industrial actors (e.g., BMW, BASF, Audi)
- lawyers and legislative bodies
- end users



Thank you!

