

Liz McIntyre

RFID and Consumer Privacy Expert



BIO: Liz McIntyre

Award-winning Author, Speaker, and Privacy Advocate

<http://www.spsychips.com>

<http://www.nocards.org>

<http://www.BoycottGillette.com>

<http://www.BoycottBenetton.com>

<http://www.BoycottTesco.com>

Liz McIntyre is a consumer privacy expert and author of ***Spsychips: How Major Corporations and Government Plan to Track your Every Move with RFID.*** In this explosive book, McIntyre and co-author Katherine Albrecht reveal how organizations like Procter & Gamble, Gillette, Wal-Mart, and even the U.S. Postal Service plan to use tiny computer chips smaller than a grain of sand to track everyday objects—and even people—keeping tabs on everything you own and everywhere you go.

McIntyre regularly researches and writes about the financial, privacy, and civil liberties impacts that technologies like RFID will have on consumers. She serves as the Communications Director for CASPIAN (Consumers Against Supermarket Privacy Invasion and Numbering), an organization that advocates free-market, consumer-based solutions to the problem of retail privacy invasion. In this role, she has been the master strategist for many of the organization's most successful media campaigns.

McIntyre is also known for her lively, accessible treatment of consumer issues as the MoneyMom®, a syndicated family money writer and columnist. A former bank examiner and CPA, McIntyre brings meticulous research skills and a keen investigative eye to her reporting on corporate policy-making and bureaucratic misdeeds.

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