

# San Francisco's cell phone right to know ordinance

Then



Now



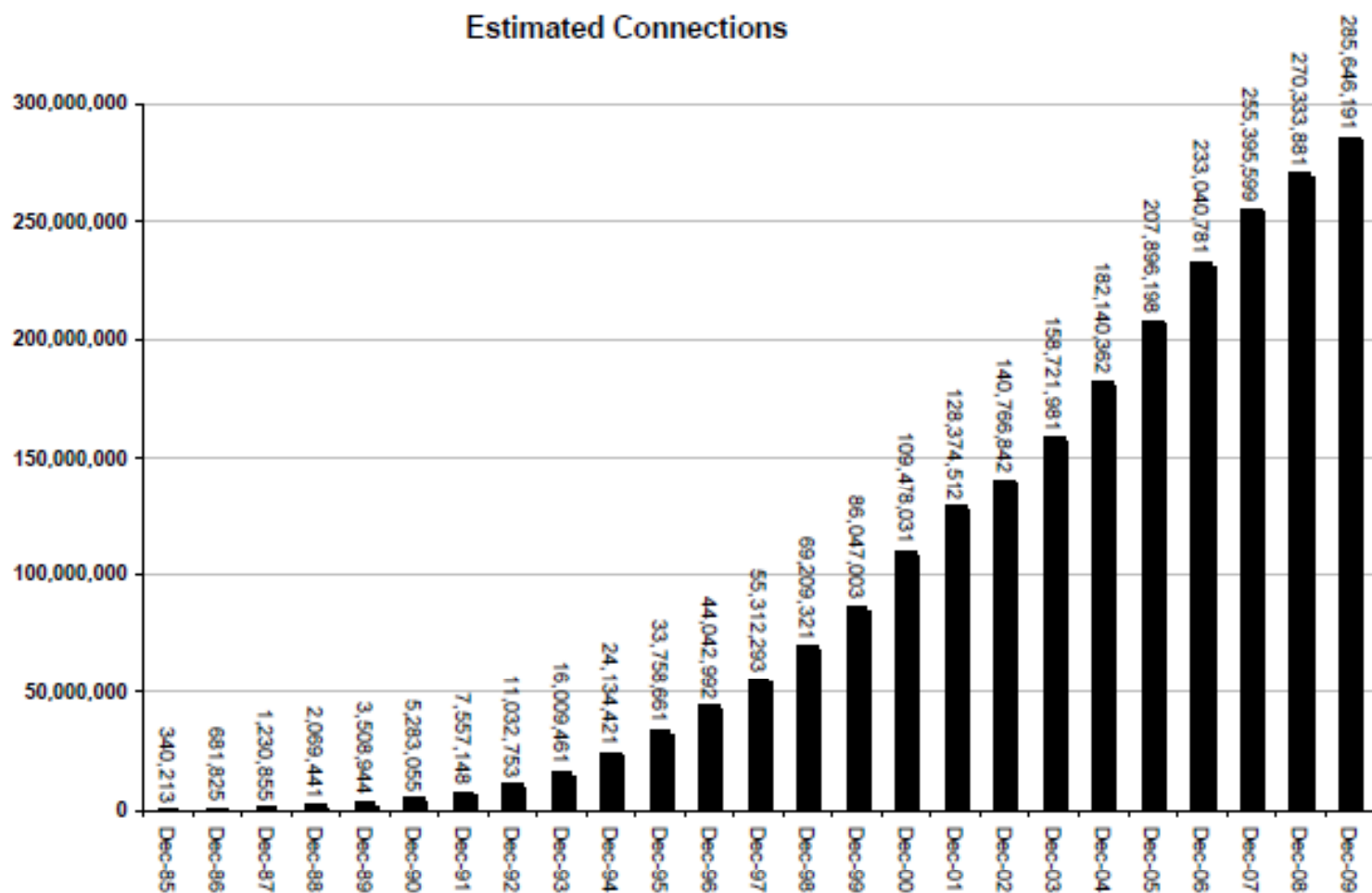


**Cell phones emit  
radiofrequency energy**

**SAR (Specific Absorption Rate) is the  
level of radiofrequency energy absorbed  
by the body.**

***Maximum Limit (per FCC) = 1.6 W/kg***

### Estimated Connections



Source: CTIA-The Wireless Association®

### Year-End 2009 Estimated Wireless Connections Up More than 15 Million from December 2008

Source: CTIA

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# How the U.S. Stacks Up Against Other Countries



USA



Japan



Germany



U.K.



France



Italy



Canada



Spain



S. Korea



Mexico

Subscribers**	262.7m	107.7m	103.4m	74.4m	55.4m	90.1m	20.6m	51.2m	45.0m	73.2m
Average Consumers' Minutes of Use per Month**	848	137	104	190	249	138	446	164	320	187
Average Revenue per Minute – A Measure of the Effective Price per Voice Minute**	\$0.05	\$0.25	\$0.21	\$0.16	\$0.17	\$0.18	\$0.11	\$0.24	\$0.11	\$0.09

USA average use: 28 min/day

Canada  
Finland  
Germany  
Israel  
Russia  
Sweden

France



## Switzerland

> Sony Ericsson  
Vivaz

- > Mobile Internet
- > Swisscom TV mobile
- > Touchscreen
- > 8.1-Megapixel-Kamera
- > Integriertes GPS-Modul mit Google Map
- > SAR 1.37 (W/kg) 10013138

**CHF 19.-**  
mit NATEL BeFree 24 Monate

bei Abo-Neuabschluss

		12 Mt	24 Mt
Liberty Piccolo	CHF	349.-	169.-
Liberty Mezzo	CHF	299.-	69.-
BeFree	CHF	249.-	19.-

Verkaufspreis ohne Abo: CHF 569.-

1 [CELL PHONE RADIATION SAFETY AND DISCLOSURE]

2

3 Resolution recommending measures for educating the public on and  
4 reducing exposure to radiation from cell phones, including disclosure of  
5 radiation information at point of sale.

- 6 a. City/County adopts legislation requiring that retailers of cell phones provide point-  
7 of-sale information on SAR values and information on safer use. The SAR value  
8 should be as visible to the consumer as the price.

10 phones with an increasing number of them children; and,

11 WHEREAS, Cell phones are an important tool of communication, especially

12 during times of emergency; and,

13 WHEREAS, A cell phone emits Radio Frequency (RF) radiation from the antenna

14 of the device, often in a 360-degree pattern, as the device seeks to make a connection

15 with the cell tower; and,



# Original cell phone right to know ordinance

16 SEC. 1103. REQUIREMENTS FOR CELL PHONE RETAILERS.

17 (a) If a cell phone retailer posts display materials in connection with sample phones or phones  
18 on display, the display materials must include these three elements:

19 (1) The SAR value of that phone and the maximum allowable SAR value for cell phones  
20 set by the FCC;

21 (2) A statement explaining what a SAR value is; and,

22 (3) A statement that additional educational materials regarding SAR values and cell  
23 phone use are available from the cell phone retailer.

24 The Department of the Environment shall adopt regulations specifying the content and format  
25 for the elements required by this subsection (a), and shall develop a template for those elements. The

Mayor Newsom , Supervisor Maxwell  
BOARD OF SUPERVISORS

# SAR values vary...



iPhone 3G

for use at the ear and for body-worn operation (with iPhone positioned 15 mm (5/8 inch) from the body), iPhone's maximum SAR value for each frequency band is outlined below:

Frequency Band	Body	Ear	FCC & IC 1g SAR Limit (W/kg)
GSM 850	1.030	0.521	1.6
GSM 1900	0.522	1.290	1.6
UMTS II 1900	0.402	1.388	1.6
UMTS V 850	0.733	0.516	1.6
Wi-Fi	0.088	0.779	1.6

Frequency Band	Body	Ear	EU 10g SAR Limit (W/kg)
GSM 900	0.559	0.235	2.0
GSM 1800	0.369	0.780	2.0

iPhone's SAR measurement may exceed the FCC exposure guidelines for body-worn operation if positioned less than 15 mm (5/8 inch) from the body (e.g. when carrying iPhone in your pocket).

Important Product  
Information Guide





Dr Christopher Wild, Director of IARC said: "An increased risk of brain cancer is not established from the data from Interphone..... further **investigation of mobile phone use and brain cancer risk is merited.**"

"Pending the availability of such information, it is important to **take pragmatic measures to reduce exposure** such as hands-free devices or texting".

In view of the limited evidence in humans and experimental animals, the Working Group classified RF-EMF as "**possibly carcinogenic to humans**" (Group 2B).

# Amended cell phone ordinance

FILE NO: 110656

Amendment of the Whole – 7/11/11  
ORDINANCE NO.

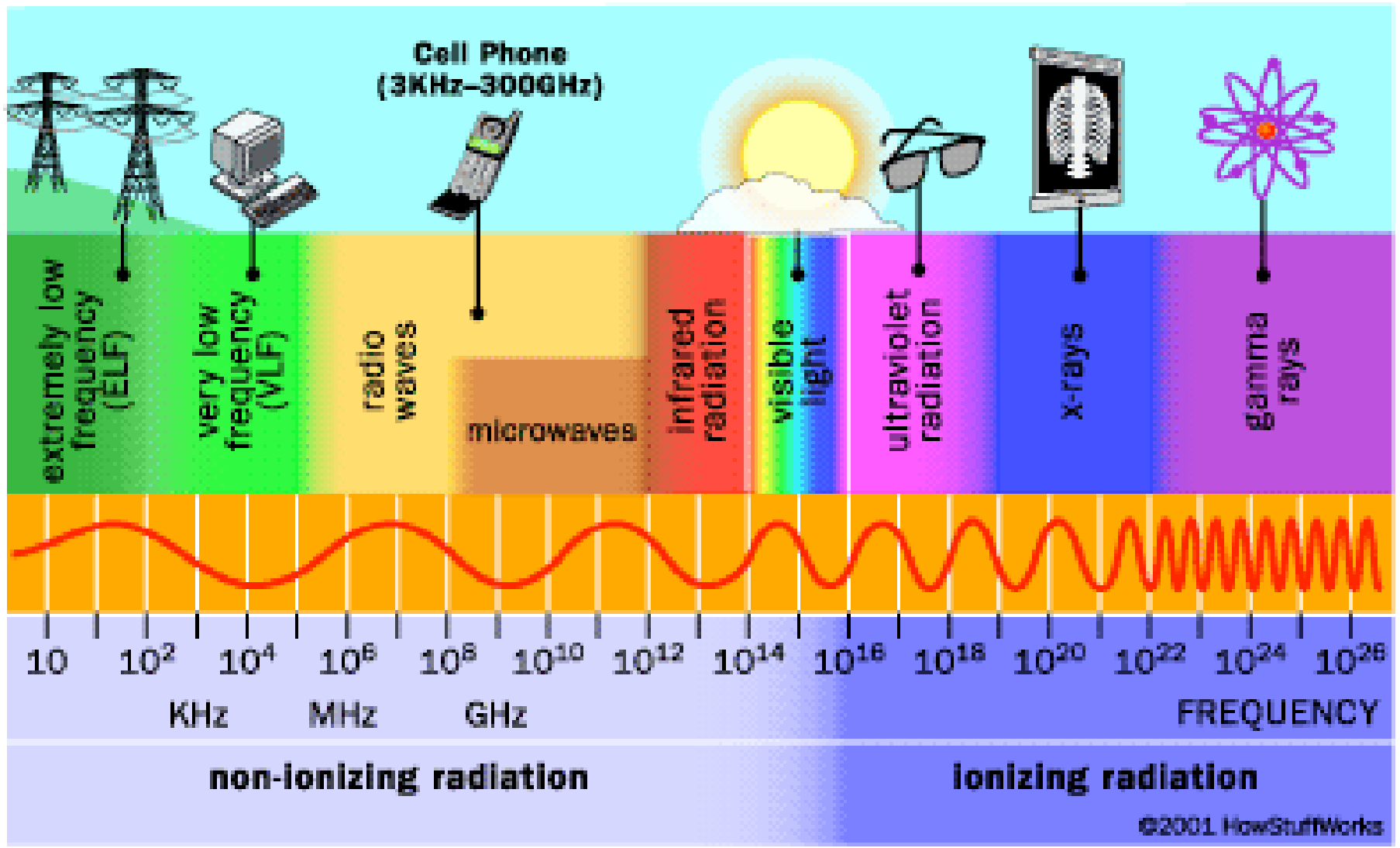
1 [Environment Code—Cell Phone Disclosure Requirements]

2

3 **Ordinance amending the San Francisco Environment Code Sections 1101 through 1105**  
4 **to require cell phone retailers to provide their customers with information regarding**  
5 **how to limit exposure to the radiofrequency energy emitted by cell phones in place of**  
6 **the mandatory disclosure of Specific Absorption Rate values for cell phone models.**

# Requirements & Timeline

- Mandatory information at point of sale:
  - poster
  - flyer
  - display materials
- Expected to become effective end of August 2011 and full implementation as early as October 2011.



FDA does have the authority to take action if cell phones are shown to emit radiofrequency energy (RF) at a level that is hazardous to the user.

FDA shares regulatory responsibilities for cell phones with the Federal Communications Commission (FCC). FCC certifies wireless devices, and all phones that are sold in the United States must comply with FCC guidelines on RF exposure. FCC relies on the FDA and other health agencies on health and safety related questions about cell phones.