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Standard Guide for Selection of Security Technology for Protection Against Counterfeiting, Alteration, Diversion, Duplication, Simulation, and Substitution (CADDSS) of Products or Documents¹

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INTRODUCTION

Any product or document of value has a risk of being counterfeited, altered, diverted, duplicated, simulated, or substituted (CADDSS). The greater the value of the object or item, the greater is the likelihood of CADDSS. Counterfeiting of brand names, designer clothes, accessories, jewelry, and intellectual property was assessed in 2006 as a ~~60-billion-dollar per year problem worldwide, to have a total global value of \$650 billion in 2008, with 2015 projections exceeding \$1 trillion, and employment losses of approximately 2.5 million.~~ This dollar figure does not include the losses in the financial community, including banknotes, stocks and bonds, etc., the losses of which are unknown and unreported. Just as counterfeiting and alteration of documents are severe problems in the financial sector, the counterfeiting, alteration, diversion, duplication, simulation, and substitution (CADDSS) of products are life threatening when they relate to aeronautical parts, auto parts, pharmaceuticals, life support equipment, and Department of Defense material. The problem cannot be eliminated, but it can be controlled by using anticounterfeiting technology selected to fit the user's requirements.

The purpose of this document is to provide an overarching guide to protect against CADDSS. Therefore, it is expected that additional standards will be generated that are more specific to a given product, such as clothing, music and videos (and other data-centric products), medicine, currency, official documentation, vehicles, etc. To protect against CADDSS, several steps have to be taken, which include but are not limited to: (1) identification of the CADDSS sensitive product, (2) documenting the nature, magnitude of likelihood, and magnitude of impact of different CADDSS on the product, (3) list the possible anti-CADDSS solutions available to address the documented CADDSS strategies, and (4) develop a strength and weakness analysis for each of the applicable anti-CADDSS solutions. Whichever technology, or combination of technologies, is used, the frequency of authentication and the education of personnel or the public using the technology are vitally important in controlling counterfeiting, alteration, diversion, duplication simulation, and substitution (CADDSS) of products and documents.

1. Scope

1.1 This general guide is intended to assist the user of the guide in selecting anti-CADDSS technologies to protect their product from CADDSS.

1.2 This guide does not address or evaluate specific anti-CADDSS technologies, but rather suggests a path that assists in the objective evaluation of features of anti-CADDSS technologies available protection of their product from CADDSS.

1.3 This guide provides a procedure to accomplish the proper selection of a security system. Specific technologies are not addressed, nor are any technologies recommended. There are many security systems available in the public marketplace today.

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Each has limitations and must be carefully measured against the parameters presented in this guide. Once this careful analysis is done, the user will be in a knowledgeable position to select a security system to meet his needs.

2. Terminology

2.1 Definitions:

2.1.1 *alteration*—the modification of an object or item that is not the genuine object or time with the intent that it will pass as the genuine object or item.

2.1.2 *counterfeit*—a reproduction of a genuine object or item or security feature thereof so that the reproduction can pass as genuine after detailed inspection by a qualified examiner.

2.1.3 *diversion*—the distribution and sale of a genuine objects or items through unauthorized dealers, often resulting in tax evasion.

2.1.4 *duplication*—the reproduction of a genuine object or item so that reproduction generally looks like the genuine object or item.

2.1.5 *simulation*—the imitation of article genuine object or item, or features thereof, including similar security features.

2.1.6 *substitution*—the act of putting or using one object or item in place of the genuine object or item.

2.2 In all cases, it is assumed the object or item generated by CADDSS is (1) of lesser quality and cost than the genuine object or item or (2) intended to deceive the party in possession of the CADDSS generated object or item and to do this with a low likelihood of detection or discovery, or both.

3. Significance and Use

3.1 This guide is the first known attempt to focus on security requirements and compare them to available and known technologies capable of meeting these requirements. This guide describes several steps to select the appropriate anti-CADDSS technology. These steps are described in Section 4.

4. Selection Guide for Anti-CADDSS Technology

4.1 Identify and develop a tabulated list of the object(s) or item(s) susceptible to CADDSS.

4.2 Determine the type, likelihood, and magnitude of effect of CADDSS for each of the object(s) or items(s) identified in 4.1. [Table A1.1](#) provides an example documentation of such a determination. The entries in [Table A1.1](#) may contain links to maps, tabulated data, and graphs, or may contain this information directly.

4.3 For each type of CADDSS determined in 4.2, list all possible and appropriate anti-CADDSS strategies and technologies.

4.4 Identify the most desirable candidate anti-CADDSS program by doing the following:

4.4.1 To facilitate selection of an anti-CADDSS program, develop a table similar to that in [Table A1.1](#) except with information contained in the three rightmost columns replaced by a single value (see [Table A1.2](#)).

4.4.2 The user then determines an appropriate weighting factor for each of the elements of [Table A1.2](#) listed under the column labeled “%” and places this weight in the column labeled “weight.”

4.4.3 Multiply the weighting factor by the table entry, as shown in [Table A1.2](#), and enter in the column labeled “product.”

4.4.4 Sum the products found in 5.4.3 and enter in the leftmost column labeled “decision values.” These values will be the basis upon which a user will determine if an anti-CADDSS program will be considered.

4.4.5 The user determines the lower limit for a decision value below which an anti-CADDSS program will not be initiated. This lower limit may be based on resources, public acceptance, safety, etc.

NOTE 1—The information generated thus far indicates the importance, to the user, of different CADDSS threats on products. Moreover, the user has defined a threshold of CADDSS threats below which the user will not address, which helps to focus resources on the threats most likely to cause harm, damage, or loss to the user. This assessment is dynamic and can and should be revisited periodically.

4.4.6 Once the above CADDSS threat assessment has been completed, the user must identify the possible anti-CADDSS solutions. To identify these solutions requires an analysis of the application-specific or product-specific anti-CADDSS strategies and technologies. Identification of these solutions is beyond the scope of this standard. It is recommended that separate anti-CADDSS standards development working groups be started for the purpose of generating these application-specific or product-specific anti-CADDSS standards. To assist those standards development working groups, suggestions on how to proceed are now given (it is assumed that the working group is addressing unique applications or products):

4.4.6.1 Identify and tabulate the possible anti-CADDSS solutions for each CADDSS threat determined previously. As an example, [Table A1.3](#) lists arbitrary anti-CADDSS solutions in the leftmost column and, in the adjacent column, the operational, performance, and use parameters of those solutions for the CADDSS threats. As mentioned in the caption of [Table A1.3](#), these anti-CADDSS operational, performance, and use parameters may include, but are not limited to, cost of use, cost of authentication, ease of application/use, ease of authentication, training requirements, experience required to use, experience required to