

“This is one of those technologies that sound like it might create some kind of efficiency, but to me the downside is just too great,” said Michael Zimmer, who teaches internet ethics and privacy at the college’s School of Information Studies.



Three Square Market, a software company in River Falls, Wis., is offering to microchip its employees, enabling them to open doors, log onto their computers and buy break room snacks with a simple wave of the hand. | AP Photo

Zimmer said what 32M is trying to achieve can be done through less invasive means, like with an iPhone app.

“Part of my general concern is that we don’t go too fast and that we understand the implications of these sorts of (technologies), which is why it’s good we’re having this conversation,” he said.

Giles and other company executives say they’re having microchips implanted themselves next week but understand employees who don’t want to do it. About 85 people work at 32M.

“We have employees who have said, ‘I just don’t want to do it.’ And we 100 percent respect that,” said Tony Danna, vice president of international development. Danna said the microchips can be easily removed in seconds, “just as if you were taking a sliver out of your finger.”

The company is using the microchips in-house for now but other organizations have expressed interest in recent days, including a hospital chain, said Patrick McMullan, chief operating officer. He said he could not reveal the names of those who have expressed interest.

“We need to be responsible with this. This is not something you can do fast,” McMullan said. “It has to be done right. You have to proceed slowly.”

Wisconsin retail tech company offers to microchip its employees

BUSINESS 07/25/2017, 04:38pm



Jowan Osterlund from Biohax Sweden, holds a microchip implant. Three Square Market is partnering with Biohax to microchip its employees. | AP file photo

Ivan Moreno | AP

RIVER FALLS, Wis. — A Wisconsin company is offering to microchip its employees, enabling them to open doors, log onto their computers and purchase break room snacks with a simple swipe of the hand.

Three Square Market, also known as 32M, said more than 50 employees are voluntarily getting implants Aug. 1 at what the company is calling a “chip party” at its River Falls headquarters. The chips are the size of a grain of rice and are inserted underneath the skin between the thumb and forefinger using a syringe. The procedure takes a couple of seconds.

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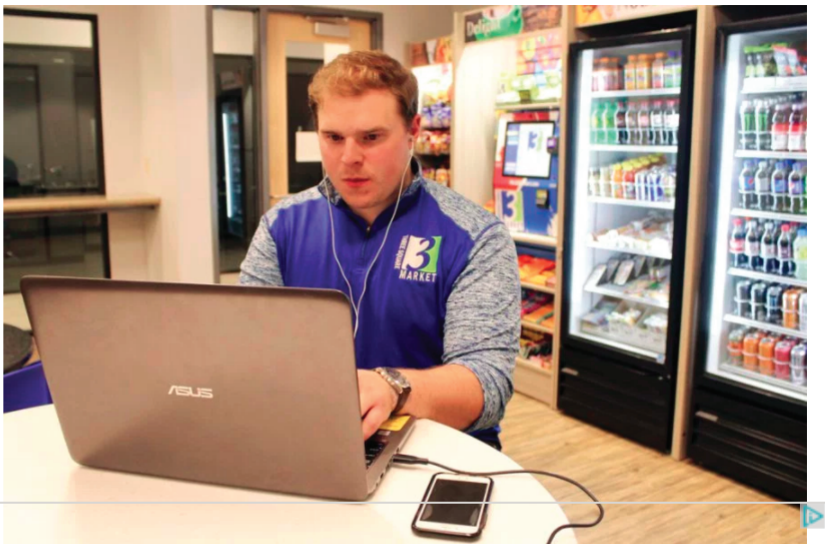
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