The use of identification technology by commercial entities has broad and, for some consumers, disturbing social implications. This two-phase study was done to specify consumers’ concerns regarding various identification technologies which may be encountered in retail environments. From the qualitative findings, a 26-item survey was constructed to quantify identified areas of concern with 303 survey participants (147 women and 156 men), whose mean age category was 30 to 39 years. Using exploratory factor analysis (principal components with varimax rotation), five dimensions of consumers’ concern emerged: privacy, ethics, health, humanity, and complexity.