FACTSHEET

HOW CAN STANDARDS ENSURE CONSUMERS' TRUST IN CONNECTED PRODUCTS?

World Consumer Rights Day is addressing this year the emerging digital issue of smart products. Many products consumers buy and use today are becoming increasingly connected by default. But while the number of connected products increases, many of them are still designed without basic security features embedded in their software.

These smart products are able to collect and analyse user data, which they then communicate to other connected products in an online environment called the Internet of Things. This brings about concerns for consumers in terms of safety and security as well as data privacy and protection.

In order to trust the Internet of Things, consumers must be assured that the connected products they purchase or services they use are secure and protected from software and hardware vulnerabilities. For this to happen security by design and by default must be ensured.

ANEC is working in the development of standards that contribute in making privacy and security by design and by default.
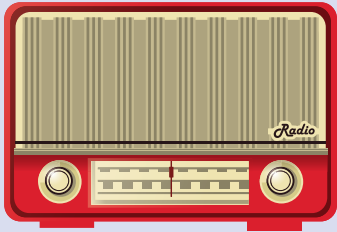
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ANEC contributed to new **ETSI Technical Specification*** published in February 2019, which addresses technical & organisational controls to tackle security shortcomings: https://goo.gl/EUJBL4

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Cities are integrating infrastructures, technologies & services in a smart way, but smart cities need to take into account citizen needs including usability, accessibility & privacy & data security. ANEC is leading a new **ETSI project on smart cities standardisation**: https://goo.gl/VwQTa4

Following ANEC proposal, CEN-CENELEC agreed to develop a standard on a programme for testing the security & privacy of connected products. (**CEN-CENELEC TC 13 'Cybersecurity & data protection**).

What does privacy by design mean in practice? How can companies design connected products to guarantee consumers' personal data is secure? ANEC supported the drafting of a standard by **ISO PC 317 'Consumer protection: privacy by design for consumer goods & services'** on goods' software & overall product design to ensure the privacy & security of consumer products.

ANEC played a leading role in drafting **ISO** standard **20488**, which details best practices in the collection, moderation & publication of **online consumer reviews**. It requires processes to ensure transparency, verify review author authenticity, & moderate review content.

Concerns with privacy & data security may be a barrier for consumer acceptance of connected energy services such as **smart meters**. ANEC worked for consumer requirements on data privacy to be fully reflected in the **EC Data Protection Impact Assessment**, an evaluation & decision-making tool supporting operators implement the privacy by design principle: https://goo.gl/mMdpT3

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