

IoT Security Labels: Now what?

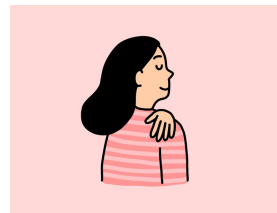
Presented by:



Dave Kleidermacher, Google Connected Product Security, Safety, Privacy



Let's pat ourselves collectively on the back



Baseline standards

ETSI 303645

NIST 8245

ISO 27402

OWASP

Labels

Singapore

US Cyber Trust Mark

Google Play
Security/Privacy Label

Monitoring/Cert

CSA

GSMA

ADA

Demand Drivers

Search preference

Initial legislation

Now get back to work!



Now get back to work!



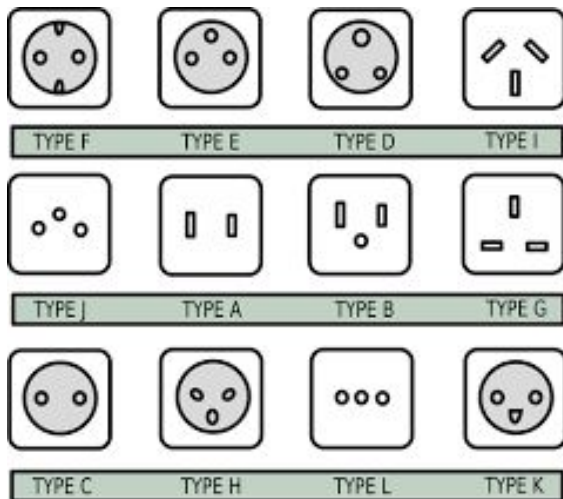
Normalization

Full Transparency

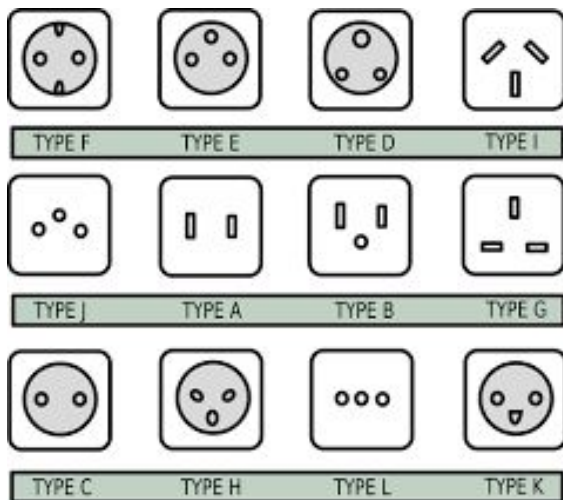
Data Privacy

Levels

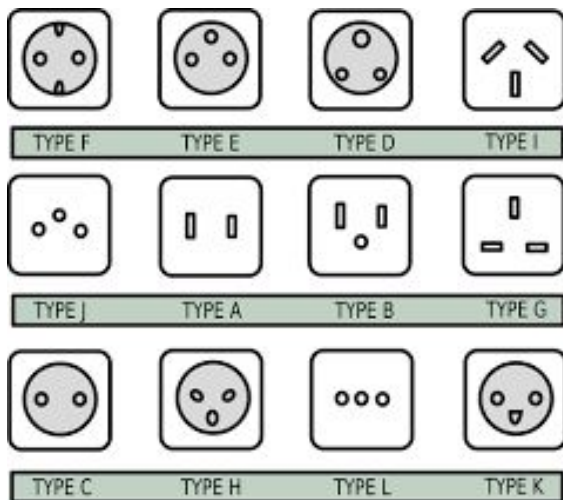
Normalization - one label, any nation



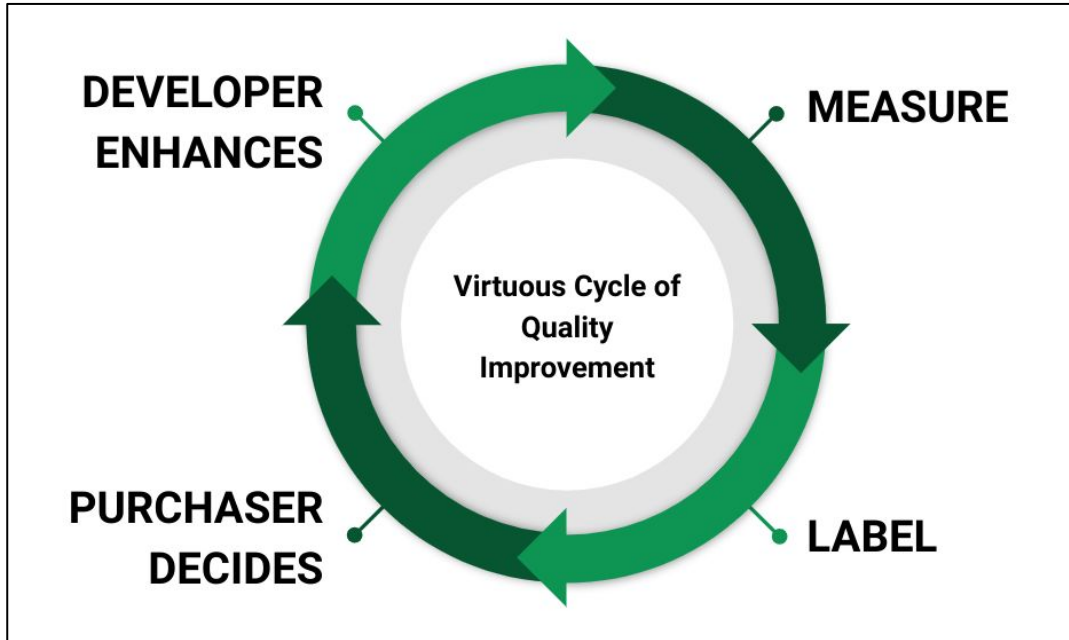
Normalization - one label, any nation



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Full Transparency - economic incentive



Full Transparency - economic incentive

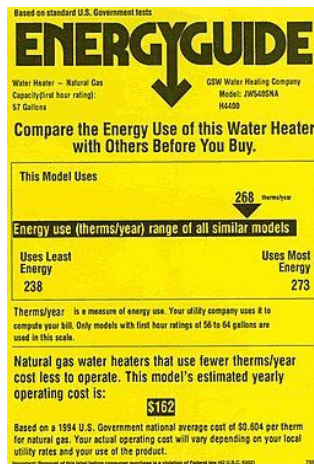


3.5%

Full Transparency - economic incentive



3.5%



100%

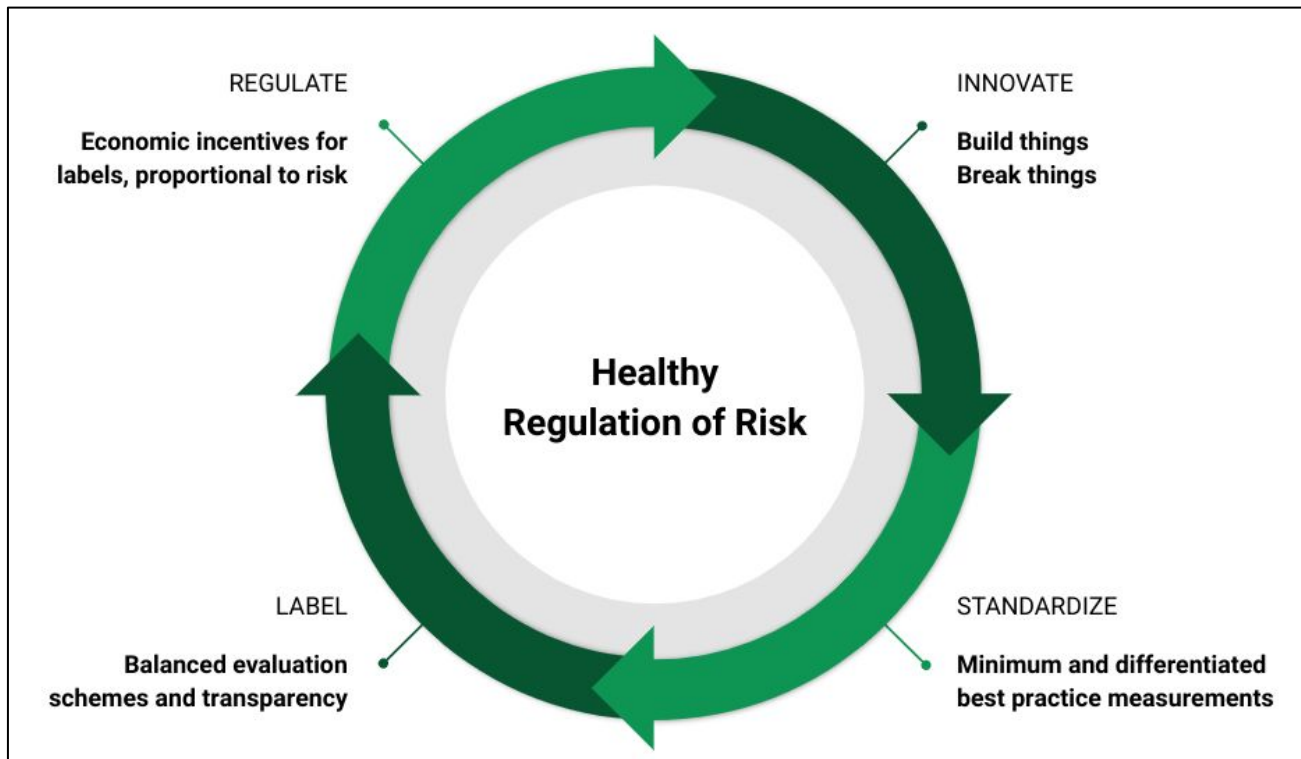
Full Transparency - economic incentive



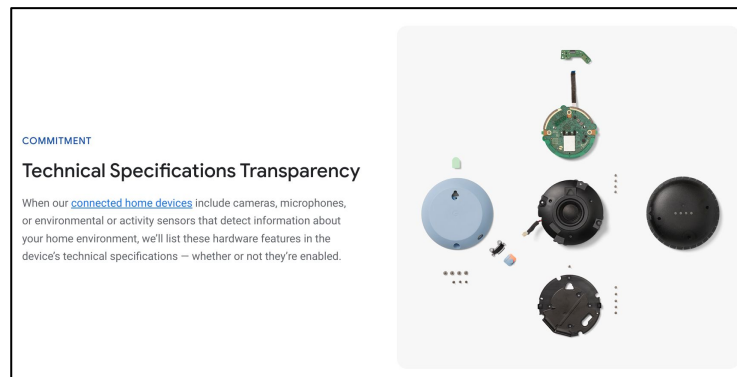
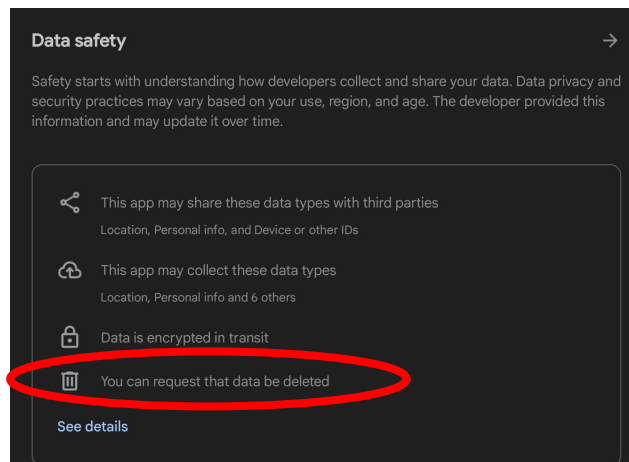
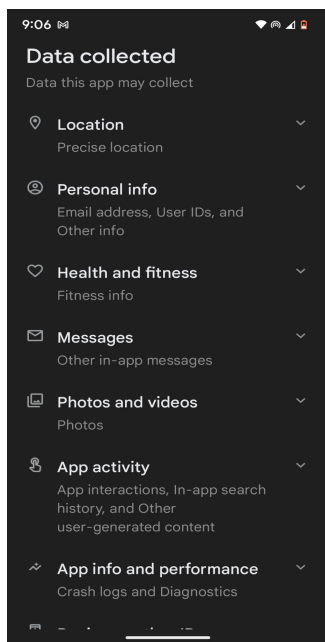
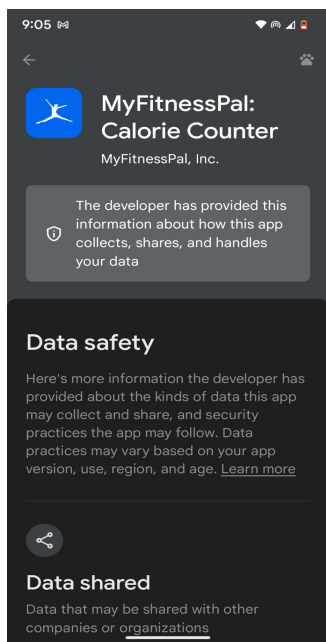
Full Transparency - economic incentive



Full Transparency - smart regulation



Data Privacy



Levels - functionality

Hardware security capability

Preloaded app risk score

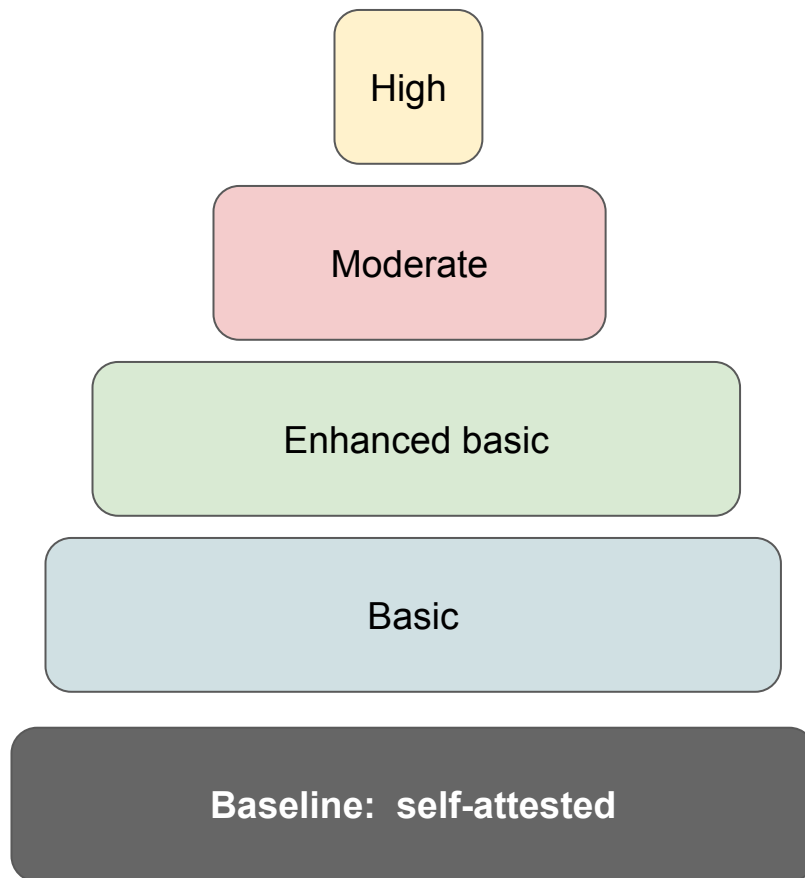


Years of committed security support

Biometric security strength (1-3)

Baseline: Google certified

Levels - assurance



Thanks for all you do!



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