

Security Conference

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	Labels	Monitoring/Cert	Demand Drivers
ETSI 303645	Singapore	CSA	Search preference
NIST 8245	US Cyber Trust Mark	GSMA	Initial legislation
ISO 27402	Google Play	ADA	
OWASP	Security/Privacy Label		



Now get back to work!





2021 | Confidential and Proprietary

Now get back to work!



Normalization

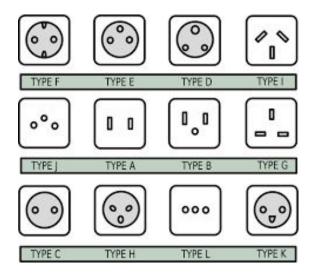
Full Transparency

Data Privacy

Levels

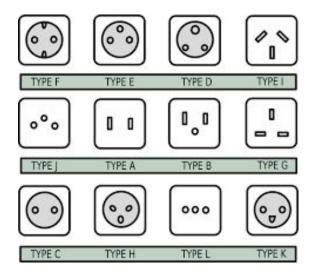


Normalization - one label, any nation





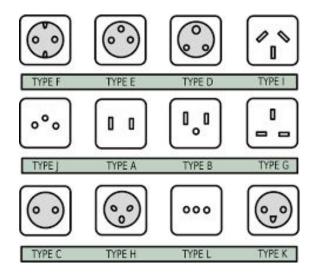
Normalization - one label, any nation







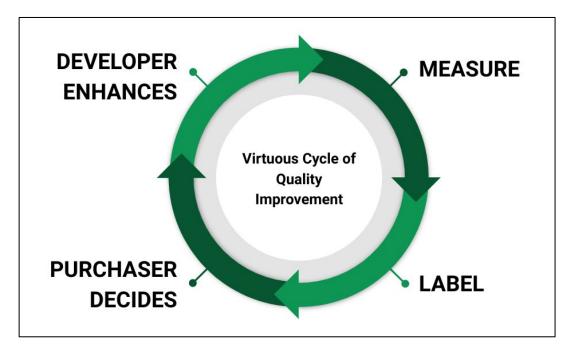
Normalization - one label, any nation







2021 | Confidential and Proprietary







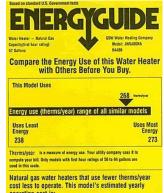


3.5%





3.5%



operating cost is: \$162

Based on a 1994 U.S. Government national average cost of \$0.604 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

100%







(60g)

220

2

10% 10%

0%

11%

11%

20%

10%

20%

45%

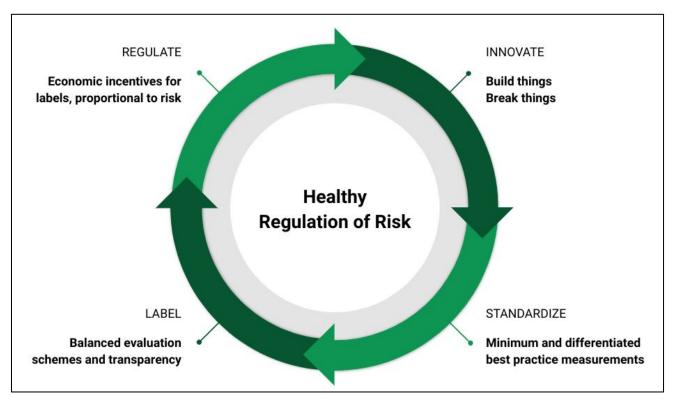
6%

6%



Android Security And Privacy

Full Transparency - smart regulation





Data Privacy



9:05 ₪

Calorie Counter MyFitnessPal, Inc.

The developer has provided this collects, shares, and handles your data

Data safety

Data shared

Data collected

💎 ด 🔟 🗧

9:06 🛤

💎 ด 🔟 🧧

- Location
- Personal info
- \heartsuit Health and fitness
- ☑ Messages
- Photos and videos
- Ľ App activity
- App info and performance

Data safety

COMMITMENT

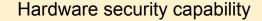
- ~
- ð
- You can request that data be deleted

See details





Levels - functionality





Preloaded app risk score

Years of committed security support

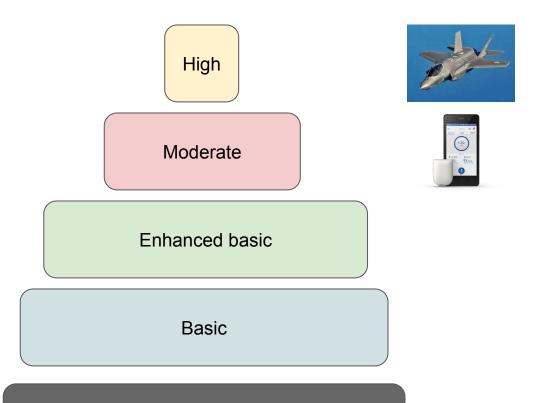
Biometric security strength (1-3)

Baseline: Google certified





Levels - assurance



Baseline: self-attested

ASAP Android Security And Privacy

Thanks for all you do!



dkleidermacher@google.com @DaveKSecure linkedin.com/in/davekleidermacher davek.substack.com

ASAP Android Security And Privacy

2021 | Confidential and Proprietary