

Consumer Reports IoT Label Reference System

WHAT IT IS

The IoT (Internet of Things) Label Reference System is designed to inform consumers about the security and privacy of their connected devices, at the point of purchase and throughout the lifespan of the device.

Goals

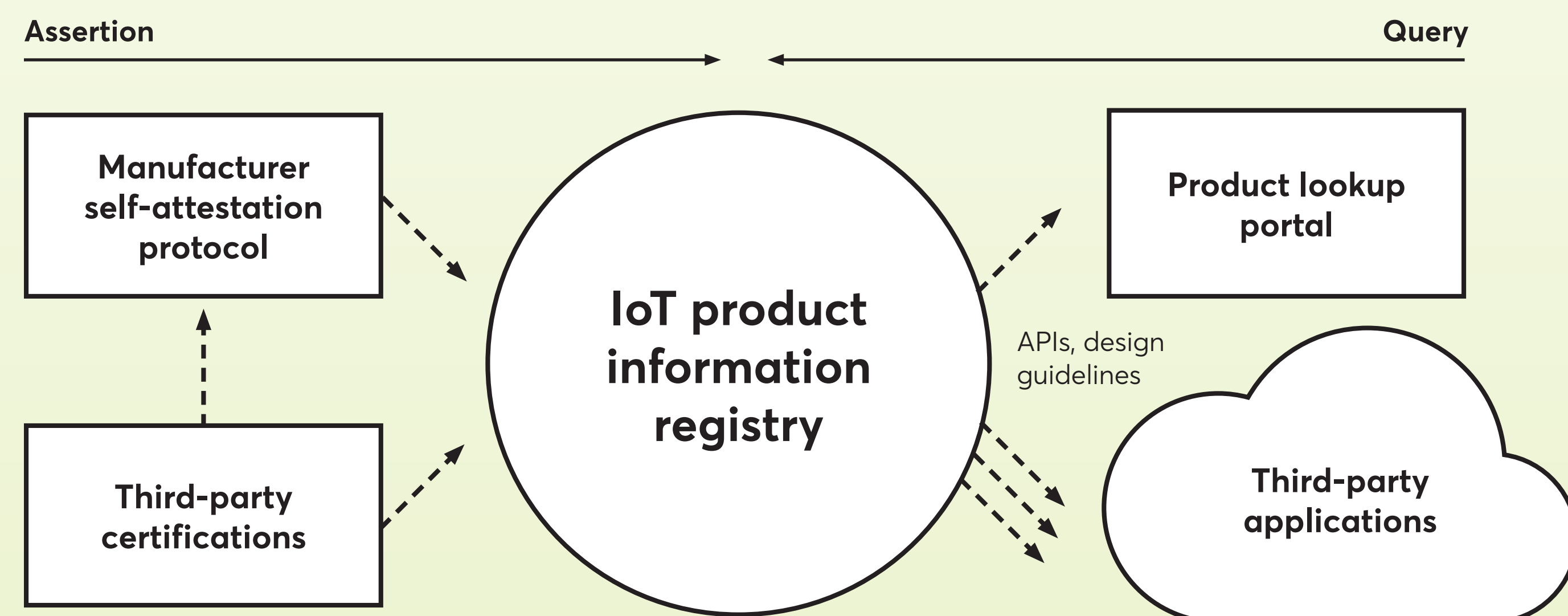
- Demonstrate an end-to-end system through which manufacturers can voluntarily attest to the security and privacy attributes of devices.
- Generate descriptive labels that are embeddable, understandable and valuable to consumers.
- Enable consistent presentation of label information in a variety of contexts.

Design Principles

- Labels for connected devices are part of a more comprehensive system for disclosure than the "static" labels we already see on food or appliances. A physical label, either printed on a box or visible in an app, encourages consumers to scan a QR code or click a link to obtain the real-time security and privacy practices of the product.
- Labels are based on machine-readable assertions by manufacturers about product's privacy and security practices, which are harmonized with international IoT security standards.
- Manufacturers are encouraged to make these assertions as part of the certification process and on an ad hoc basis.
- Assertions can be published to any endpoint, but ideally to a registry operated for public benefit.
- This enables a range of downstream applications of label information, from digital storefronts to comparison shopping.

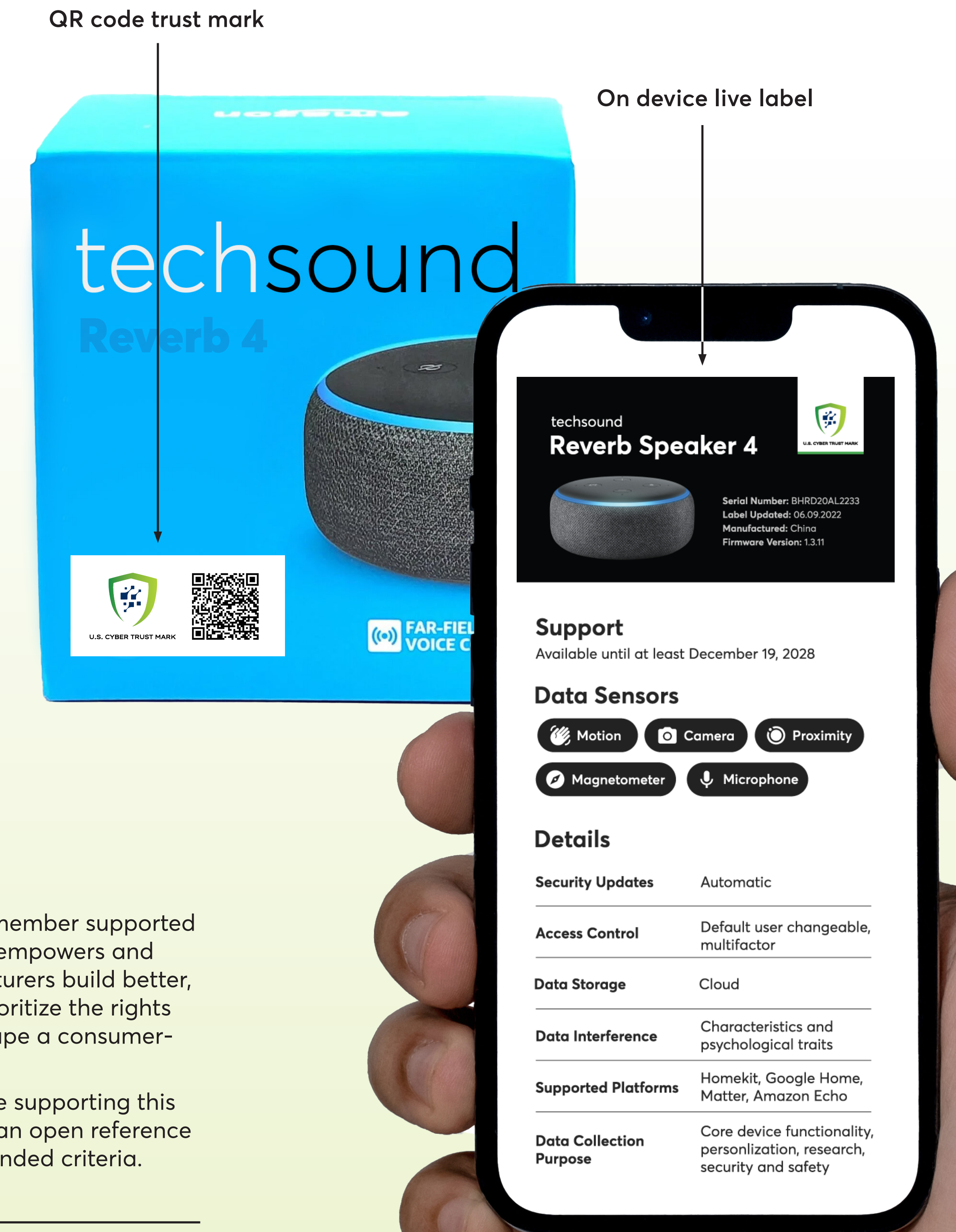
HOW THE SYSTEM WORKS

The product registry is a consumer-facing, searchable and machine-readable database of security and privacy assertions provided by manufacturers.



HOW THE LABEL WORKS

Scan the QR code on a product to access detailed security and privacy information.



Consumer Reports (CR) is a 501c3 member supported organization. Founded in 1936, CR empowers and informs consumers, helps manufacturers build better, and works with policymakers to prioritize the rights and interests of consumers and shape a consumer-first marketplace.

Consumer Reports and partners are supporting this effort through the development of an open reference system inspired by NIST's recommended criteria.