



Connected Living



Building trust by respecting privacy in IoT

Beyond rules and legal compliance

Yiannis Theodorou, Senior Regulatory & Policy Manager, GSMA

1. Yes...the IoT will create more data and insights

But not all will be about consumers



The IoT will involve more connected sensors and devices which means:

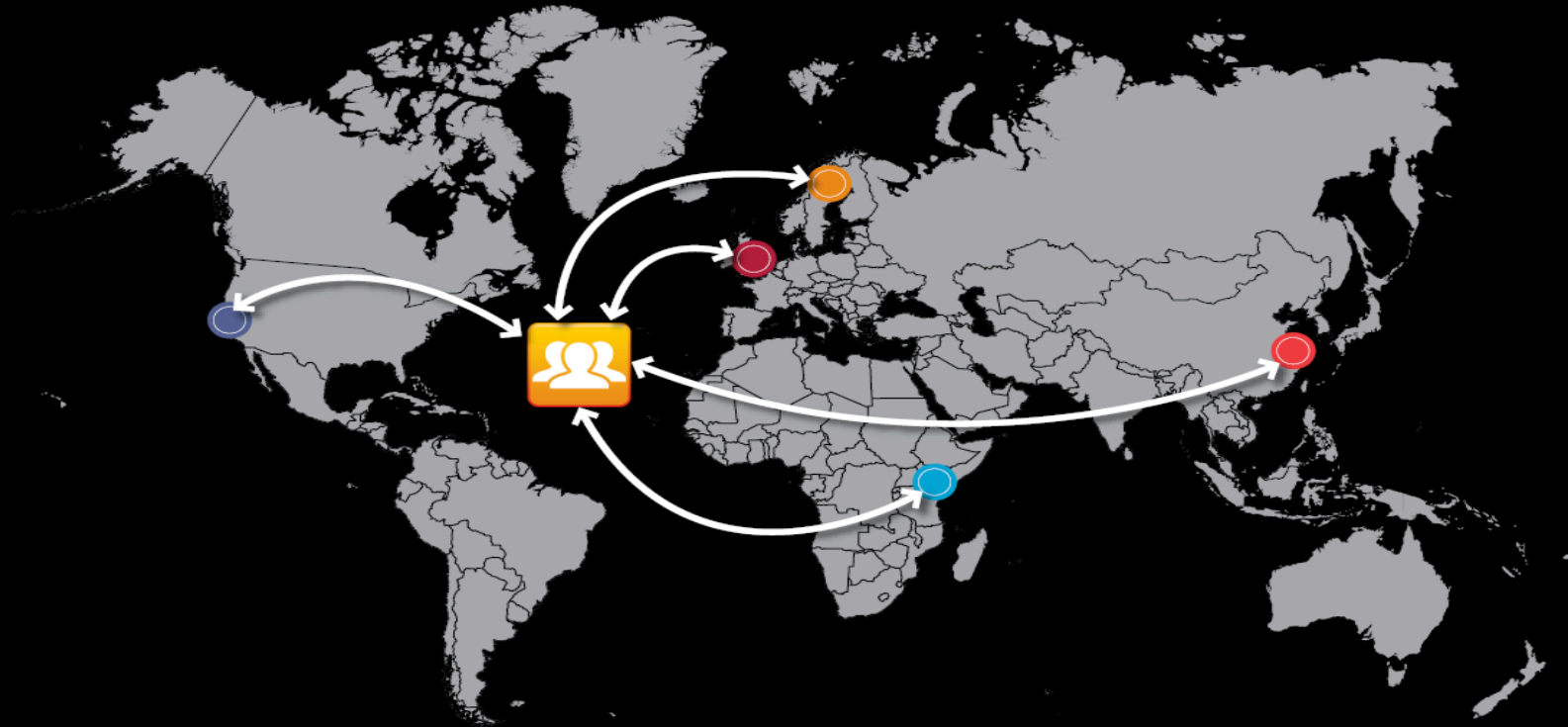
- ➔ More data created and collected in real time, often without user awareness
- ➔ Accessed or shared by a potentially unlimited number of companies
- ➔ Better data analytics = **more insights**

'Purely industrial' IoT services are unlikely to impact consumers' privacy e.g.:

- ➔ A cargo monitoring company that tracks/reports real-time location of crates on a ship
- ➔ A wind turbine with sensors that gather data about the weather or environmental pollution
- ➔ A fish farm that gathers data about water temperature and correlates this with fish stock
- ➔ A cash-only vending machine that sends stock and machine-status info only



2. A consumer IoT service involves data that flow globally and accessed by multiple parties



User



App store



Mobile operator



Mobile analytics company



Device manufacturer



App developer

IoT value chain partners: huge opportunities to improve lives but privacy challenges must be addressed



Connected Living – Mobilising the Internet of Things

3. Europe is leading the way towards strengthening data protection rules... but more harmonisation is needed



GDPR

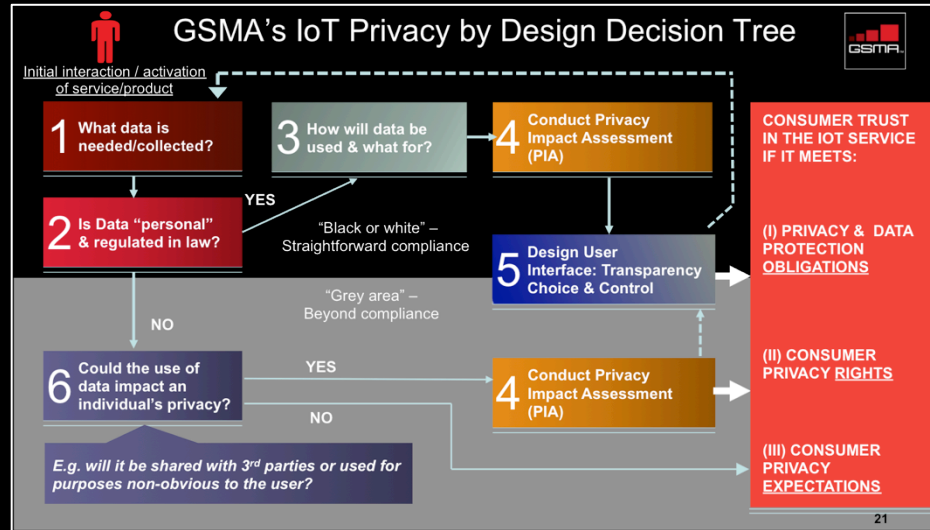
- Applies to any company targeting Europeans
- Stricter consent requirements
- Requires 'Privacy Impact Assessments' and promotes 'Privacy by Design'



The GSMA is developing best practices on how to maintain consumers' privacy in a 'connected', IoT world



- The GSMA developed a set of core privacy principles that all companies dealing with consumers' data should consider **before** launching a service or product



- 1 — Openness, transparency and notice
- 2 — Purpose and use
- 3 — User choice and control
- 4 — Data minimisation and retention
- 5 — Respect user rights
- 6 — Security
- 7 — Education
- 8 — Children and adolescents
- 9 — Accountability and enforcement

- The GSMA has also developed an 'IoT Privacy Design Decision Tree' to illustrate the key privacy considerations for providers of a new IoT service



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ytheodorou@gsma.com, @yiathe, +44 7725 043028