



Privacy and Data Protection in the Internet of Things

GSMA Industry Position

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GSMA industry position on Privacy & Data Protection in the Internet of Things

To realise the opportunities that the IoT offers, it is important that consumers trust the companies who are delivering IoT services and collecting data about them. The GSMA and its members believe that consumer confidence and trust can only be fully achieved when users feel their privacy is appropriately respected and protected.

There are already well-established data protection and privacy laws around the world which have applied to mobile operators for years. The GSMA believes that it is possible to apply existing data protection regulations and principles to address privacy needs in the context of IoT services and technologies.

However, IoT services typically involve more parties than simply mobile operators, such as device manufacturers, online platforms and even the public sector. It is important that there is regulatory clarity and legal certainty around IoT services and that privacy and data protection regulations apply consistently across all IoT providers in a service and technology-neutral way.

Regulators should support and encourage measures by which industry can identify and mitigate risks to privacy, and through which they can demonstrate accountability e.g. through privacy enhancing technologies and tools that help consumers to manage their privacy and control how their data are used.

The data protection and security practices developed for a given IoT service should reflect the overall risk to an individual's privacy and the context in which data about the individual is collected, distributed and used. Any regulatory interventions should be limited to areas where identified risks emerge and existing measures are insufficient to address these.

The GSMA and its members draw on their extensive experience in addressing privacy and security issues and work collaboratively with their IoT partners, such as device manufacturers, mHealth and mEducation service providers, to embed privacy and security into IoT technologies and the overall consumer experience. This on-going collaboration will ensure IoT industry partners are able to identify and mitigate the relevant consumer privacy risks in the context of the service being delivered.



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