

RSA[®]Conference2016

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Connect to Protect

SESSION ID: AST2-W02

Diffusing the IoT Time Bomb— Security and Privacy Trust Code of Conduct

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The Landscape



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Baby monitor vulnerabilities bring IoT security issues into sharp focus

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In **research** that should strike fear in the heart of any new parent—and those professionals concerned about the security implications of the Internet of Things—a security pro at Rapid7 found vulnerabilities



Consumer Electronics Mobility Security

Wearables, apps disclose user passwords and location: Symantec

Exec fears predators can reach kids through new Barbie

By Kevin Dugan January 16, 2016 | 1:36am





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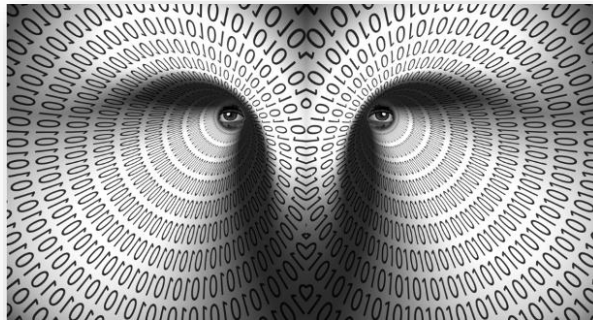
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Challenge - Ambient Data Collection



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- Growing number of devices & sensors
- Sharing with unknown/undisclosed third parties
- May be “benign” today, but harmful tomorrow



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Challenges - IoT Ecosystem



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- Highly personal, dynamic, persistent data collection.
- Combination of devices, apps, platforms & cloud services.
- Multiple data flows, touch points and disclosures.
- Lack of defined standards.
- Non-traditional vendors.



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The Consumer



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- 93% of adults state being in control of who has access to their information is important.
- 90% do not wish to be observed without approval.
- 88% say it is important that they not have someone watch or listen to them without their permission. ¹
- **47% of respondents pointed to security and privacy as obstacles to adopting such technology.**
- **18% quit using IoT devices due to lack of service guarantees. ²**

¹ Pew Research Center, 2015² Accenture Research 1/2016, n = 28,0000

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Overview – IoT Trust Framework



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Multi-Stakeholder working group formed in February 2015

Code of Conduct

- Foundation for certification

30 Principles Addressing:

- Security
- Privacy
- Sustainably; *from purchase to end of life*



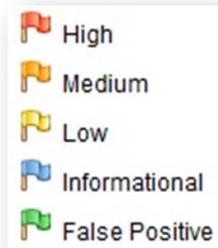
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Open Dialog



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Apply What You Have Learned Today



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- **Next week you should:**
 - Review the IoT Framework & Resource Guide
 - Complete a Self-Assessment - Review your and your vendors' privacy policies
 - Review with your developers & engineers
- **In the first three months following this presentation you should:**
 - Complete an internal & external assessment
 - Identify security & privacy opportunities for product enhancements
- **Within six months you should:**
 - Have an updated security & privacy roadmap with company wide buy-in
 - Make security & privacy part of your value position
 - Update your breach and incident response plan



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More Information

IoT Trust Working Group <https://otalliance.org/iot>

Symantec www.symantec.com/iot

OTA Meet & Greet – Today 10 am – South Upper Lobby

Blended Intelligence Reception

Tonight Contemporary Jewish Museum 5 to 9 PM

Education - The Connected Home



- Partnership with the National Association of Realtors
- Security, Privacy & Personal Safety
- Prior to occupancy, rental & at “closing”
- Prescriptive advice
- <https://otalliance.org/SmartHome>



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Education – Connected Devices



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- Connected devices within the connected city & home.
- Targeting buyers / recipients of connected devices during 2015 Holiday
- Prior to purchase & set up.
- Proactively raise awareness of Security & Privacy considerations.
- <https://otalliance.org/SmartHome>



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