



## Delivering Digital to Consumers

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INVESTORS  
IN PEOPLE



# Global issues need Global solutions

## What standards do



Improve productivity



Increase efficiency



Reduce costs



Fine tune performance



Accelerate innovation



Agree good practice



Build trust with consumers



Enable international trade



Embed sustainability



Create a common technical understanding



Ensure interoperability



Manage risk and compliance

# High profile market failures 'demolish' consumer confidence

## Consumer

- Lack of trust in digital products
- Loss of brand loyalty
- Financial loss
- Loss of privacy
- Intrusion
- Resistance to using new products
- Vulnerability
- Loss of control of personal data
- Safety risks
- Exposure to hackers
- Lack of redress



## Business

- Loss of consumer confidence
- Reputational risk
- Economic risk
- Loss of brand loyalty
- Product Recalls
- Risk of legal action
- Exposure to hackers
- High level of complaints
- Liability



# A standard to build consumer trust

ISO Consumer Policy committee new work item proposal to ISO developed by consumer stakeholders

## **Privacy by Design of consumer goods and services**

- Privacy by default
- Consumer security
- Real time consent privacy preference controls
- Cyber hardening of digitally connected equipment
- Reinforcement of traceability and accountability
- Target risks raised by IOT

*ANEC Privacy Guide : Domestic Privacy and the privacy of digitally connected devices*

ISO FOCUS <https://www.iso.org/news/2016/09/Ref2113.html>



“Instead of wondering whether consumers should accept the default security and privacy options currently offered by technologies, products and services, we should be asking what developers can do to build confidence and trust in consumers,”  
Pete Eisenegger Consumer expert,  
BSI CPIN and ANEC

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