Cybersecurity –

an important issue for consumers

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The European consumer voice in standardisation

about 200 product test with 30.000 tested products and services

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Consumer need trust in Cybersecurity *and* Privacy

Cybersecurity and Privacy

- Doll Kayla contains microphone and loudspeaker to communicate with children.
- Forbidden in Germany as an espionage tool.

https://www.nzherald.co.nz
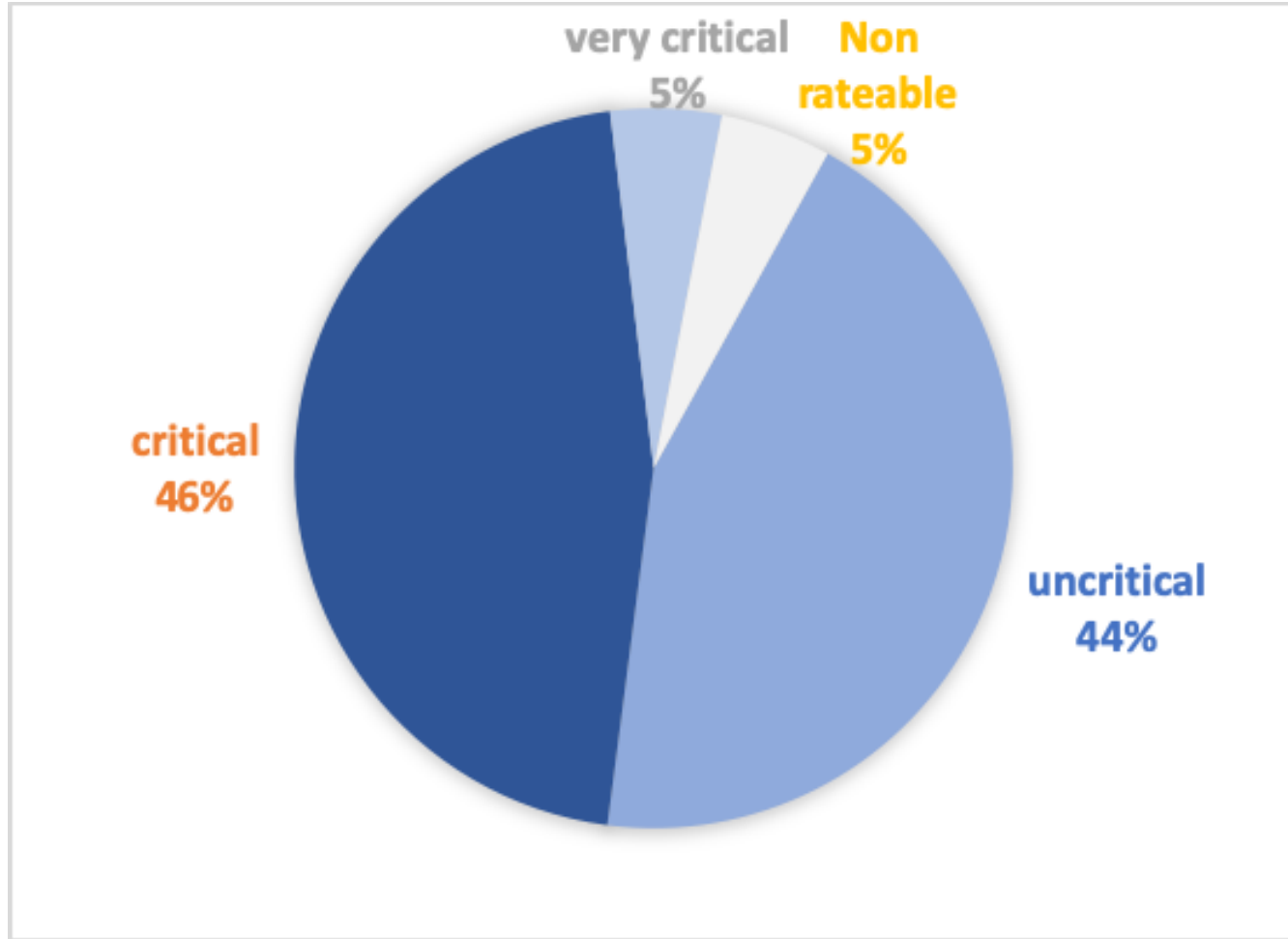
Cybersecurity and Privacy

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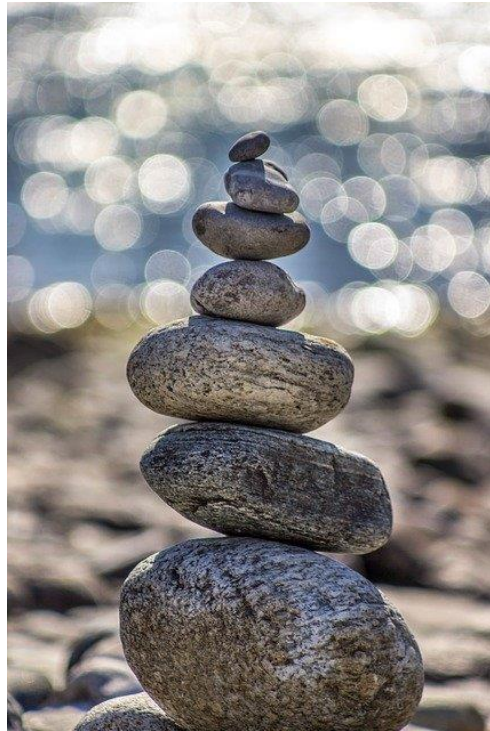
- Amazon Echo contains microphone and loudspeaker to communicate with persons.

https://www.nzherald.co.nz

Cybersecurity and Privacy

Data sending behaviour in our Apptest

Expectations

Everything's should be

- faster

- easier

- more comfortable

- more secure

- no use of my own data

New Cybersecurity standards and recommendations

- ## GDPR

  – Many privacy polices changed

  – no noticeable difference in the ban on bundling

- ## EN 303645

  – 10 basic recommendations to improve security on connected products

New Cybersecurity standards and recommendations

- GDPR
  - Many privacy polices changed
  - no noticeable difference in the ban on bundling
  - only responsible for personal data

- EN 303645
  - 10 basic recommendations to improve security on connected products
  - only a few are mandatory.

- A lot of paper – no big change by consumer products.

- we need a horizontal legislation to protect and improve the majority of connected products - those at the consumer place.

Thank you for your attention!

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