

FTC Publishes Internet of Things Report

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Last week, the FTC issued its long-awaited report entitled [The Internet of Things: Privacy and Security in a Connected World](#). The report includes recommended privacy and security best practices for companies that create and sell connected devices. But the line between best practices and alleged violations can quickly blur.

Companies that provide an IoT product or service can benefit from considering how this latest guidance applies to their business practices, and whether there is an opportunity for enhancements to:

- The existing privacy and data security product design and its implementation, as well as oversight and enhancements on privacy and security over the product's lifecycle;
- The amount and type of personal data collected and retained; and/or
- The existing notice and choice mechanisms over the collection of personal information, and whether any of the FTC's suggested, non-exhaustive list of possible options might be incorporated.

Taking proactive, reasonable efforts now on compliance considerations in the design and marketing of such products and services can mean the difference over whether a company's brand becomes one of these 2015 enforcement examples. [Click here](#) to read our full analysis of the report.

If this topic is of interest to your business, please register for our upcoming webinar on February 23, 2015 from 1- 2 pm EST where we will further examine the FTC's IoT report and discuss compliance considerations for the design and marketing of such connected products and services. Please click [here](#) to register for this free event.