

WUSA 9 Features Partner Alysa Z. Hutnik on Internet of Things

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Partner [Alysa Z. Hutnik](#) was interviewed for the *WUSA 9* report "Internet of Things: How future gadgets shape the world of data security." Internet of Things (IoT), which describes products connected to the internet, greatly impacts data security due to the fact that these gadgets often may collect and transmit sensitive data such as health information, physical location and daily habits of its consumers. Alysa explains how businesses should consider data security through the "whole life cycle" of its IoT products. She also covers a report by the Federal Trade Commission on the landscape of IoT. The report underscores the importance of businesses adopting a "data security lens."

To watch the report, please [click here](#).