

IoT Advisory Board

DEBBIE REYNOLDS

DATA + PRIVACY + TECHNOLOGY



JANUARY 18, 2023

NIST
National Institute of
Standards and Technology
U.S. Department of Commerce

DATA CREATED OVER THE
NEXT THREE YEARS WILL BE
MORE THAN THE DATA
CREATED OVER THE PAST
30 YEARS

(IDC EXECUTIVE SUMMARY- IDC'S GLOBAL DATASPHERE FORECAST 2020)

IOT INCREASE +

- 3.1 BILLION IN 2020
- 3.5 BILLION IN 2021
- 7.5 BILLION IN 2025

THE AMOUNT OF DATA
GENERATED BY IOT
DEVICES IS EXPECTED TO
REACH 73.1 ZB
(ZETTABYTES) BY 2025.

(SOURCE: DATAPROT)

IOT DEVICES ARE
TYPICALLY ATTACKED
WITHIN FIVE MINUTES OF
CONNECTING TO THE
INTERNET

128 OUT OF 194
COUNTRIES HAVE
LEGISLATION TO PROTECT
DATA AND PRIVACY.

10%: SHARE OF US
COMPANIES ACTIVELY
WORKING TO COMPLY
WITH 50 OR MORE PRIVACY
LAWS

SOURCE: IAPP AND TRUSTARC REPORT

74% OF GLOBAL
CONSUMERS WORRY
ABOUT LOSING THEIR CIVIL
RIGHTS BECAUSE OF IOT.



DATA PRIVACY CHALLENGES

1

DATA
COLLECTION

2

DATA
RETENTION

ADDITIONAL IOT CONCERNS



USE OF AI

BIAS

INTEROPERABILITY

ACCESS TO ALL

AREAS OF FOCUS

DATA

PRIVACY BY
DESIGN

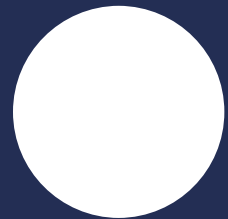
TECHNOLOGY
DEVELOPMENT

TECHNOLOGY
ADOPTION

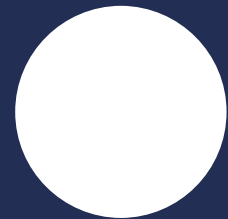
EDUCATION



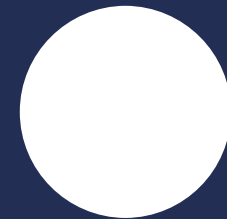
IDEAS TO KEEP IN MIND



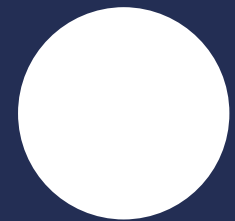
BE
STRATEGIC
NOT
TACTICAL



BE
PROACTIVE
NOT
REACTIVE



ARTICULATE
THE
HARM
NOT
JUST
LAW
OR STANDARD



ANTICIPATE
THE
FUTURE
NOT
JUST
THE
PRESENT



AREAS OF CONTRIBUTION

SMART CITIES & BUSINESS
USES OF IOT

CONSUMER USES OF IOT
AND EDUCATION

HUMAN CENTRIC IOT USES
AND OPPORTUNITIES

US REGULATORY
&
INTERNATIONAL MATTERS



IoT
AREAS
TO ADDRESS

INNOVATION

CYBERSECURITY

DATA PRIVACY

LEADERSHIP

TRUST

THANK YOU

DEBBIE REYNOLDS

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