These labels were developed based on an extensive review of IoT security and privacy standards and guidelines, interviews with experts, and consumer testing. Further refinement and user testing is ongoing. It is envisioned that the information on these labels would be self-reported by the device manufacturer. A complete label specification, peer-reviewed papers, a short video, and label generator are available at www.iotsecurityprivacy.org. We have released the label under permissive open-source license (CC0).

Left: Primary layer of the label, designed to be printed on product packaging or website. Right: Secondary layer of the label, accessed by scanning the QR code or typing in the URL provided on the primary layer.

For more information and the latest versions of the label, research, and demos visit: www.iotsecurityprivacy.org