

IoT Security Rating

A more secure marketplace through product security labeling

Making cybersecurity transparent and accessible in the marketplace

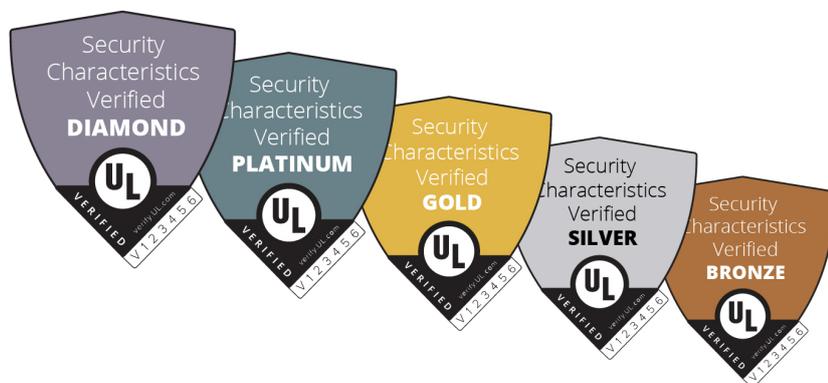
When a product malfunctions, consumers will associate the problem with both the manufacturer's brand and the retailer's brand where they bought the product.

With a dramatic increase in connected product purchases and heightened attention to cybersecurity and privacy concerns, connected products that fall prey to hackers can cause irreparable damage to any brand.

Today, no mechanism exists for retailers to understand the level of security in the connected products they sell. Similarly, there is no industry security baseline that suits today's consumer IoT market.

UL's IoT Security Rating assesses critical security aspects of connected products against common attack methodologies and known IoT vulnerabilities, with the objective to make product security transparent and accessible to consumers. Based on UL's IoT Security Top 20 Design Principles, UL provides a security rating—Bronze, Silver, Gold, Platinum, or Diamond—with a UL Verified Mark for product labeling.

This Mark on the manufacturer's product or packaging can be promoted within the physical or online retail environment, serving as a guide for consumers in their purchase decision.





Benefits



Empower consumers

Make product security more transparent and accessible to consumers



Competitive differentiation

Use security as rating to differentiate your product



Better control the security of your retail portfolio

Set the security bar for accessing your marketplace while offering a competitive space through security labeling



Protect and enhance your retail brand

UL cybersecurity experts use extensive knowledge of current best practices, real-world experience and independent objectivity to holistically assist companies in reaching their full potential – and making a secure and seamless connection with the Internet of Everything.

For further information on UL's IoT Security Rating solution, email us at IMSecurity@ul.com or visit [IMS.UL.COM/IOT-SECURITY-RATING](https://www.ul.com/iot-security-rating)



Empowering Trust™

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