IoT Security Rating

Empowering customers through product security labeling

Incorporate security as an aspect of quality. Protect your customers. Protect your brand.

The Internet of Things (IoT) has given rise to a whole new generation of connected products – wearables, security cameras, speakers, cars and even toasters that can talk to each other and are network-connectable. As more smart features and connections are added, the security of such systems is often only as strong as its weakest link.

Previously, with no industry security benchmark nor consensus on baseline security capabilities, there was no easy way for consumers to differentiate products based on security. Thus building security into development and maintenance of connected products had no clear value.

UL's IoT Security Rating is based on emerging industry consensus on baseline security capabilities, and provides a differentiated product security rating and associated label. The IoT Security Rating features five security levels, ranging from minimum baseline to more comprehensive security capabilities.

Upon completing a security assessment, the evaluated product is awarded the achieved security level —Bronze, Silver, Gold, Platinum, or Diamond—which is displayed through the UL Verified Mark. This Mark can be placed on the product, product packaging or be promoted in the physical store or online retail environment.

Did you know?

• Security should not be an afterthought, but be part of product design decisions and development

• Security, like software, is dynamic, and the IoT security threat landscape is ever evolving

• Active maintenance of a smart product's security during postsale is required

Benefits

Empower consumers
Make product security more transparent and accessible to consumers

Security due diligence
Ensure minimum security capabilities are met
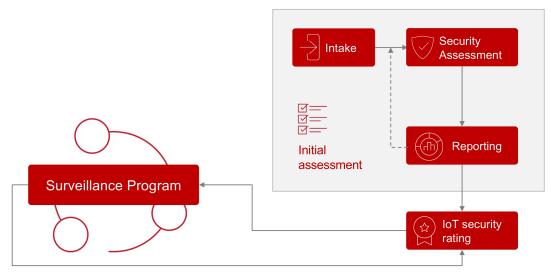
Competitive differentiation
Leverage the IoT Security Rating to achieve product differentiation

Keep up with market trends
Stay ahead of regulatory developments and potential security liability

How does it work?

Intake → Security Assessment

Initial assessment

Reporting

Surveillance Program

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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

Empowering Trust™