

CONNECTED WORLD

CYBER ASSURED CERTIFICATION

Safeguarding the Internet of Things (IoT)

Intertek's unique new consumer product focused cyber security test and certification program helps protect the Internet of Things and Connected Products.



We live in an increasingly connected world. Consumers want products that make their lives more convenient while industries are evaluating how they can reduce costs while automating operations with smart solutions.

The promise of the Internet of Things (IoT) provides all that and more, but with increased connections come increased risks of data theft, service disruptions, and potential safety issues.

For most connected consumer products, there is no security testing performed at all, leading to products riddled with basic flaws easily exploitable. Even products that have

been tested fall victim as previously undiscovered vulnerabilities emerge over time.

At present only a few product categories are regulated for cyber security. However, in many regions, new regulations are emerging which will create a requirement for manufacturers that connected products must be secure; California's law is effective from January 2020, while GDPR in Europe already imposes strict requirements on consumer data.

The security challenge is made harder by the constant discovery of new vulnerabilities in existing software and hardware, meaning products passing testing only a few weeks previously may now be vulnerable. With thousands of new vulnerabilities emerging each month, it is very hard for manufacturers' software teams to keep track of which

vulnerabilities affect their products.

Finally, consumers themselves are increasingly aware of, and concerned about, cyber security failures, but have no way of knowing if a product is secure.

Cyber Assurance Program

Intertek's Cyber Assured Program helps manufacturers and brands meet this challenge by providing comprehensive, risk appropriate cyber security testing for connected consumer products, continuous vulnerability monitoring, a certification mark to add to products, and a listing in the Cyber Assured online Directory.

The Cyber Assured program tests the 3 corners of the IoT 'triangle'; the product itself, its mobile or web app, and the server 'back end'. This comprehensive approach helps ensure there are no weaknesses that could compromise the product.

Once the product has passed testing, it is enrolled in Cyber Assured's Continuous Vulnerability Monitoring program; this process detects new vulnerabilities affecting the product and provides the manufacturer with information to 'patch' the product to ensure continued security. This can massively simplify the challenge of understanding which vulnerabilities affect a manufacturer's products, allowing their software teams to take timely action to protect their customers and brands.



Intertek Cyber Assured Certification tag example



Cyber Assured Directory

To provide clear re-assurance to the consumer, and demonstrate the product's increased security vs competitors, products which pass the Cyber Assured program can display the Cyber Assured mark. This clearly demonstrates increased security of the product and sets it apart from its competitors.

Consumers can search for products in the Directory, and even use Cyber Assured QR codes placed on products in store to look up the product's security in the Directory.

The main categories of products include;

- Safety, Security and Access
- Smart speakers
- Children's Products
- Lighting
- Heating, Cooling and Water management
- Home appliance
- Gateways and controllers
- Electrical
- Camera, photo and video

Key Features

Continuous Vulnerability Monitoring:

Vulnerabilities are constantly being uncovered, including in software on sale for years. Cyber Assured's unique scanning and update process provides the information needed for you, or your vendors, to 'patch' products to maintain security and protect your customers.

Comprehensive security testing: Covering the three corners of IoT products: the device, the app and the cloud can all present vulnerabilities.

Consumer reassurance and brand advantage: Consumers are increasingly concerned about product security. Intertek's robust testing and certification program give consumers confidence that a client's product is secure, giving a significant sales advantage to products.

Help meet regulatory requirements:

Regulations in California & Oregon enforce from January 2020 require products to have a 'reasonable' level of cyber security. 'Reasonable' is not well defined, but Cyber Assured's comprehensive program gives products a strong claim to have achieved a good level of security.

About Intertek

Intertek has over 150 cyber security experts around the world and is a market leader in product cyber security evaluation for governmental and high security standards, including Common Criteria (ISO15608) and FIPS 140-2. The Cyber Assured program is built leveraging our decades of experience in this field, combined with Intertek's global electrical consumer products testing laboratories and certification businesses.

Intertek offers a comprehensive suite of security solutions to safeguard the IoT from cyber-attacks, protecting both you and your customers.

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