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Solving these privacy challenges is critical to ensuring that privacy is woven into the fabric of the Internet of Things. Strong privacy and security protections will sustain the consumer trust that will help the Internet of Things and big data reach their full potential to benefit us all. Academics, technologists, lawyers who counsel companies that are building the Internet of Things, consumer advocates, and policymakers all have a role to play in developing these protections. The time to start is now.