## FTC Commissioner Ju

There are two main reasons to be concerned about the vast amounts of personal data coming from the Internet of Things. First, we should all be concerned about the use of deeply sensitive personal information to make decisions about consumers, outside a legal regime that would provide notice and an opportunity to challenge the accuracy of the data. We will pay a price if data is inaccurate, misused, or through a security breach falls into the wrong hands. And we will pay a price in a lost sense of autonomy in a society in which information about some of the most sensitive aspects of our lives is available for analysts to examine without our knowledge or consent, and for anyone to buy if they are willing to pay the going price.

Second, we should all be concerned that questions about privacy will keep consumers away from the Internet of Things because they do not trust it. Some argue that companies so clearly see the need to keep consumers' trust that they will play it safe with consumer data coming from the Internet of Things by offering strong privacy protections. During our ongoing national discussion about NSA surveillance, national security, and privacy, the President and other leaders at the highest levels of government, as well as leaders within the business community, have recognized that the trust of individuals is essential to the success of programs and services built on big data analytics. But, as we've seen from the Internet of PCs, cell phones and tablets, pressures within an industry can encourage companies to collect and share more and more personal information while weakening privacy safeguards.

I believe that unchecked (T) (1.-( Tc 0.0 0 Tc 0.0 Td 0.0

## **Ensuring Tr**

\*\*\*\*

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.