



**Give your
customers the
option of making
secure choices**



Make the effort put into information security visible

- ▶ The information security of your product is in order, **but then what?**
- ▶ The cybersecurity label makes the effort put into **information security visible to the customer**
- ▶ **You can win** in the highly competitive smart device market with information security
- ▶ Consumers expect a great deal from smart devices – if you are already meeting these expectations, **why not show it?**



What is the Cybersecurity Label?

An indication that the product or service meets the requirements of both the NCSI-FI and international authorities

A message that the smart device has been developed with a particular focus on information security

A tool for purchasing secure smart devices

Requirements based on the European ETSI EN 303 545 standard



Why apply for the Cybersecurity Label?

Consumers are interested in information security

Information security means responsibility

Investing in information security is worth it

Helps prepare you for EU regulation

Keeps you up to date about the international operating environment



Join a growing group of smart information security pioneers



"The Cybersecurity Label provides peace of mind for our consumers when they purchase smart lights for their homes. We are the world's leading manufacturer of smart lighting systems, which is why the information security of home smart devices is of paramount importance to us."

Barbara Oosterveld, head of product security at Signify



"Good information security is a key success factor for our operations. The Cybersecurity Label gives us an easy way to tell the users that the service meets the requirements of the label."

Andrei Laurén, Information Security Manager, Finnish Institute for Health and Welfare



"The Cybersecurity Label is a welcome step towards a future in which the information security of products is just as self-evident as electrical and fire safety."

Otso Jousimaa, CIO, Ruuvi Innovations Ltd (Oy)



"The Cybersecurity Label benefits both us and the consumers, and we wanted to join the group of pioneers. The Cybersecurity Label gives us an opportunity to tell people about a complicated issue and our investment in the information security of our products in an easily approachable and understandable way."

Liisa Puranen, Managing Director, Polar Nordics



cybersecuritylabel.fi

Traficom is there to support you

Let us glimpse the future of information security together.

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Finnish Transport and Communications Agency
National Cyber Security Centre