




# Cybersecurity Label

Help your customers make  
secure choices

**For customers,  
the Cybersecurity  
Label is worth more  
than a thousand  
words**





**In the highly competitive smart device market, the winner is the one who can provide a secure and technically smooth solution. Information security is an integral part of the product development of modern devices, but often the results of the development work that goes into it only become visible to the consumer when they start using the device. But what if you could make the work that you have put into ensuring information security visible with a single visual element? That is exactly what the Cybersecurity Label can do for you.**

## **What is the Cybersecurity Label?**

Issued by the authorities, the Cybersecurity Label is a simple way of telling customers that you genuinely care about protecting their security. It tells the purchaser of a smart device at a glance that the device has been developed with a particular focus on information security.

The label is a guarantee that your product corresponds to the authorities' understanding of good information security. The criteria for granting it have been prepared so that by meeting them you can rest assured that your device meets the expectations of both the authorities and consumers.

The associated evaluation is always carried out by an impartial operator, after which the Cybersecurity Label is granted by Traficom's National Cyber Security Centre Finland, provided that the requirements are met.

## **For consumers, in compliance with standards**

Why should your company take an interest in information security? For two reasons. Firstly, consumers today are more informed than ever when it comes to information security as well, and make choices accordingly. Secondly, international regulation concerning the information security features of devices has increased in recent years, and is expected to increase even further in the future. For example, the EU's Radio Equipment Directive has already been amended with information security requirements. If a smart device does not comply with these requirements by 2024, the authorities can withdraw it from the market.

In fact, the information security standards for products are rapidly being harmonised both in the EU and internationally. This is a major change, especially for manufacturers. As such, ensuring the information security of your devices is something that you should start sooner rather than later. The Cybersecurity Label is excellent for just that, being a voluntary and easy way to communicate about the up-to-date information security of your products.



# Why should you apply for a Cybersecurity Label?



## Information security means responsibility

Responsibility is not linked only to the environment and production methods; it is connected to everything a company does. The Cybersecurity Label is a simple way of communicating that your company is responsible and able to take the importance of information security and the privacy of customers into account.

## Consumers are interested in information security

According to a consumer survey\* commissioned by Traficom, information security is clearly a factor that affects purchase decisions. According to the survey, approximately 80% of consumers say that they examine the information security features when buying a device. A widely known official label indicating information security would influence the choice of a product or service for as many as 80% of the respondents.



\*Source: Traficom's consumer survey 2019



## Investing in information security is worth it

According to Traficom's survey\*, up to three quarters of consumers would be willing to pay more for a product or service if they knew it was secure. The label increases the value of your product or service in the eyes of both consumers and investors.



## Traficom is there to support you

Whether you wish to apply for the Cybersecurity Label or want to know what new regulations mean for you, please do not hesitate to contact us by sending a message to [cybersecuritylabel@traficom.fi](mailto:cybersecuritylabel@traficom.fi) so that we can glimpse the future of information security together.

## Prepare for EU regulation

The EU has decided on both mandatory and voluntary measures for improving the cyber security of consumer products. Instead of seeing these new regulations and standards as a necessary evil, you should consider them an opportunity. By ensuring the information security of your products now, you can get a head start and be at the international forefront when it comes to consumer information security.

## Stay updated about the international operating environment

The Cybersecurity Label also puts you in direct contact with the National Cyber Security Centre Finland, through which you will receive the latest news and information about the operating environment outside of the EU as well. The field of information security is already characterised by extensive international cooperation. A great example of this is the intercompatibility of Finland's Cybersecurity Label and Singapore's Cybersecurity Labelling Scheme.

\*Source: Traficom's consumer survey 2019

# **A growing group of smart information security experts**

By obtaining the Cybersecurity Label, you will become a part of a group of trailblazers. All products and services with a Cybersecurity Label will be published on the Cybersecurity Label website at the address [cybersecuritylabel.fi](https://cybersecuritylabel.fi).





“The Cybersecurity Label gives our consumers a peace of mind when it comes to the security of installing our smart lighting in their homes. As the world leader in smart home lighting, the information security of our smart devices is of crucial importance.”

**Barbara Oosterveld, Corporate Product Security Manager at Signify**



“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)**



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

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



“The Cybersecurity Label benefits both us and the consumers, and we wanted to join the group of pioneers. The Label helps us 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**



SMART LIVING. FOR LIFE.

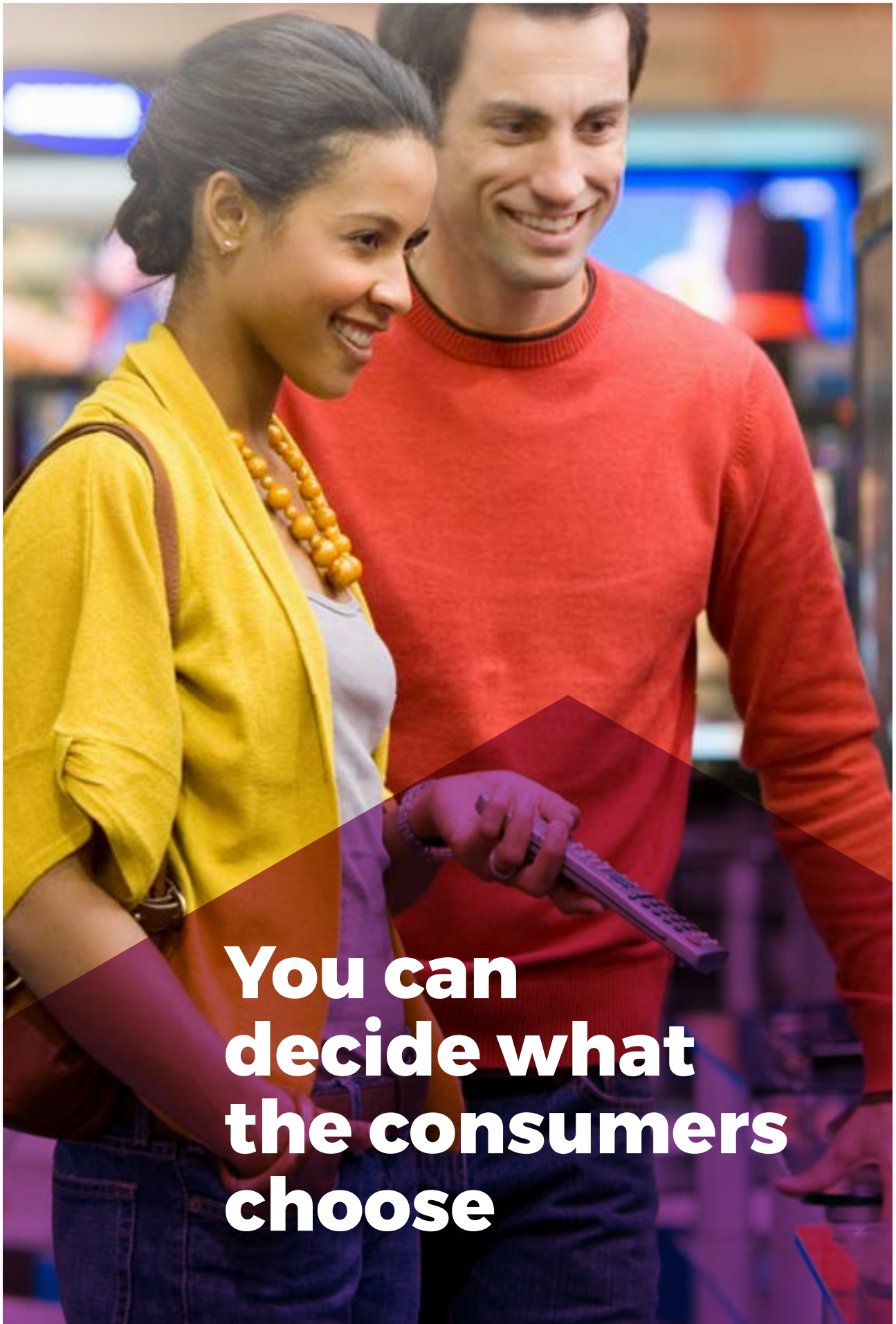
“Information security has always been a key part of the quality assurance for our products. We wanted to make information security visible to consumers and partners with the help of the Cybersecurity Label.”

**Kimmo Ruotoistenmäki, CEO, Cozify**



“Information security is integral to the high quality of products or services, which is why we at the smart heating service Wattinen have wanted to be one of its pioneers from the start. The Cybersecurity Label helps us highlight the importance of information security and enables customers to make smart choices.”

**Mikko Lietsalmi, Head of the Wattinen unit, DNA Oyj**



**You can  
decide what  
the consumers  
choose**



**Identifying secure products is challenging for consumers. As cyber threats have become more common, consumers have become aware of information security issues, but they often have to do a lot of work to find out about the security of products. With the Cybersecurity Label, you can help your customers ensure information security easily.**

## **What does the Cybersecurity Label guarantee?**

A device or service that has been awarded the Cybersecurity Label is designed to protect the users and their information from the most common online threats. The label also says that there are instructions on the information security of the device or service available to the consumers. In addition, Traficom offers up-to-date and easily understandable information on the technical solutions and protection methods of the information security implementation – for both companies and consumers. The Cybersecurity Label guarantees the consumers that they are not alone with their information security issues; instead, they have a reliable and skilled device manufacturer or service provider.

**Protect your customers  
from cyber threats easily**



**Helps with choosing  
secure smart devices**



**Protects users from  
information security  
threats**



**Meets the information  
security requirements  
of the National Cyber  
Security Centre  
Finland**

# What do you need to do to get the Cybersecurity Label?

Traficom's National Cyber Security Centre Finland has monitored online information security attacks since 2005. Based on our experience, we have set the requirements of the Cybersecurity Label so that they counter the most common threats against consumer products. The requirements are based on the European ETSI EN 303 645 standard, a collection of information security requirements for consumer Internet of Things devices.

You can find the statement of compliance form at the address [cybersecuritylabel.fi/requirements](https://cybersecuritylabel.fi/requirements)

## Requirements of the Cybersecurity Label

Applicants who want to obtain the Cybersecurity Label for their product must provide a comprehensive description of the product itself. In addition, they must provide both a technical and a functional description on how the areas described above have been implemented in the product. The inspecting body and Traficom will review the sufficiency and accuracy of the information by technical testing as well as a document review.

You can find more information on the requirements and help with applying for the label from the information security companies that carry out inspections required for the label, or at the address [cybersecuritylabel.fi](https://cybersecuritylabel.fi).



## A comprehensive product description

Describe the product and its functioning. Include in the description the ecosystems offered by third parties related to the product, if any, and their information security features. State how long you commit to providing information security support and draw up instructions on how to ensure information security while using your product.

## Software security

Describe the software being used, the level of its information security and how up-to-date it is.

## Secure access control

As a rule, products should be designed so that only the users can access their functions. Describe how this has been implemented, and also list any exceptions and the reasons for them.

## Secure default setting

Products should be designed so that their default settings protect the user. Describe how this has been accomplished.

## Security of online services and ecosystem interfaces

Describe the online services related to the product or services, their interfaces and how the information security of the interfaces has been implemented.

## Data protection

Describe how and why personal data are collected and who processes them.

## Secure transfer and storage of data

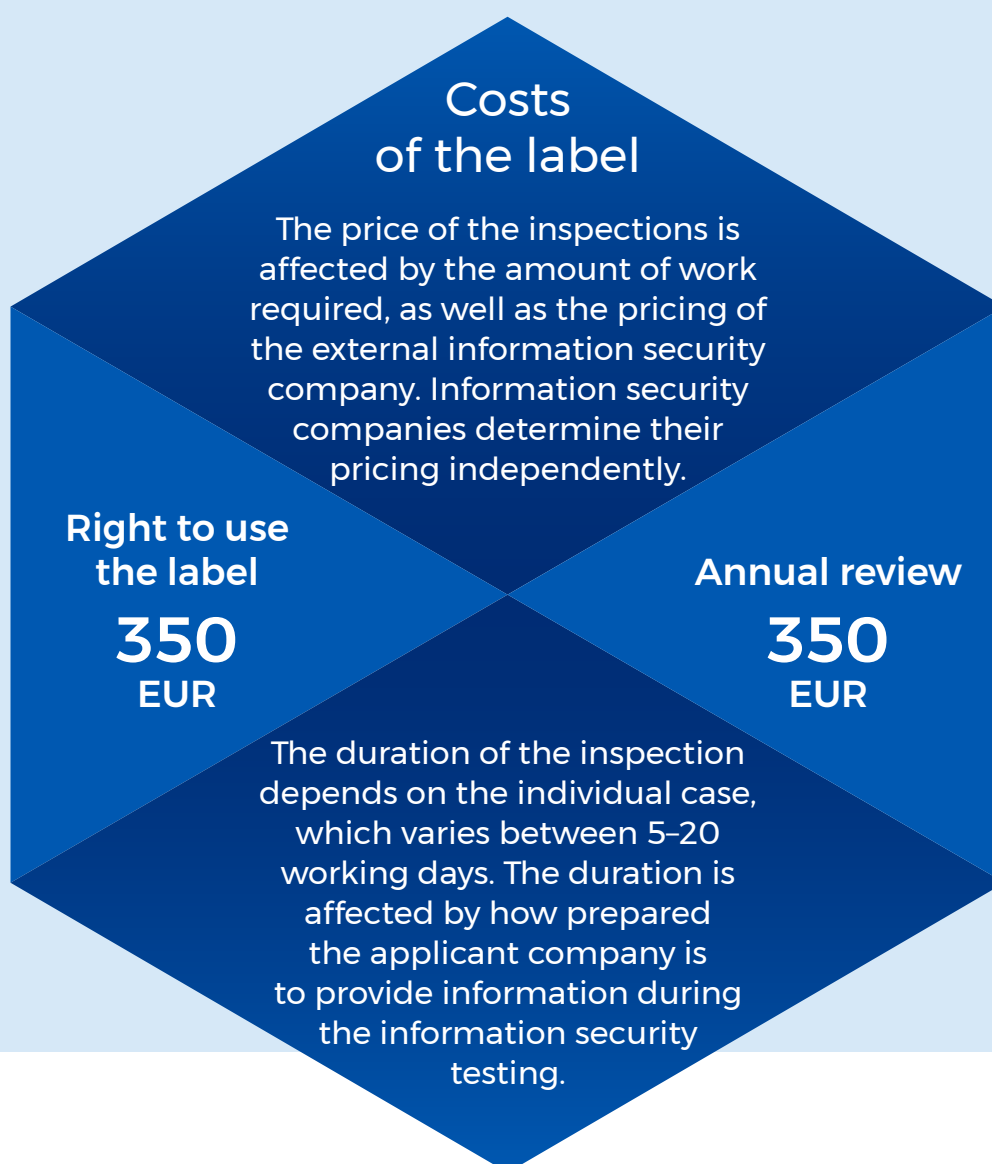
Describe how information security is ensured during the transfer and storage of data.

You can find the statement of compliance form at the address [cybersecuritylabel.fi/requirements](https://cybersecuritylabel.fi/requirements).



# How does the application process of the Cybersecurity Label proceed?

After your device or service has been inspected and it has been found to meet the requirements, Traficom grants the label. Your device or service will also be published on the [cybersecuritylabel.fi](https://cybersecuritylabel.fi) website.



## Application process

	Description of the process	Company	Inspecting body	Traficom
1.	The company starts discussions with Traficom or an inspecting body.	✓		
2.	The company submits the statement of compliance and the product to be inspected to the inspecting body.	✓		
3.	The threat modelling is done together with the inspecting body.	✓	✓	
4.	The inspecting body draws up a testing plan.		✓	
5.	Traficom approves the threat modelling and the testing plan.			✓
6.	The inspecting body carries out the testing in cooperation with the company.	✓	✓	
7.	The inspecting body submits the statement of compliance and the test report to Traficom.		✓	
8.	Traficom reviews the testing and results.			✓
9.	Traficom decides whether the label can be awarded.			✓

# A responsible company takes care of information security

**Have you ever thought about the fact that information security is an integral part of corporate responsibility?**

Traditionally, corporate responsibility has been seen as a whole that includes economic, social and environmental responsibility. However, few companies address information security when communicating about corporate responsibility, even though in the modern IoT society it is one of the biggest issues relating to the protection of privacy – especially after the General Data Protection Regulation of the EU. Information security should reach through the whole responsible organisation. In fact, the Cybersecurity Label is an excellent way of telling your customers that information security has been taken into account in your smart devices and services. Keep at least the following in mind in your communications about information security!

## 1. Information security is constantly developing

Tell your customers that information security never has to be ready. Show that your company is constantly developing information security and demonstrate how it is done.

## 2. Be worthy of trust

Tell your customers openly how, why and by whom the data collected about them are used and who can access the data. Always be proactive and more transparent than what the General Data Protection Regulation requires, if possible.

## 3. Everyone has the right to the protection of privacy

Often corporate responsibility is seen as a responsibility towards society, but investing in information security offers protection to individuals. Everyone has the right to privacy. As a company, you are responsible for ensuring that the customers feel like they are in safe hands.





## 4. Take economic responsibility into account

If there is a problem with information security, it may cause financial losses to your company, customers and stakeholders. Taking care of and communicating about information security prevents issues such as data breaches.

## 5. Accept feedback

Make sure that the company has an address or channel that can be used to report information security risks. Also make sure that the feedback is actually taken into account.

## 6. Show it with the Cybersecurity Label

In order to be awarded the Cybersecurity Label, the product must meet the information security requirements set by the authority. The label is proof that the requirements have been met and it is an easy way to communicate about responsibility.



[cybersecuritylabel.fi](https://cybersecuritylabel.fi)

**TRAFICOM**  
Finnish Transport and Communications Agency