

## About Me:

- CDT 2020 cohort, Big4 Alumni, 20+ years' industry experience in Cyber, IT, Privacy.
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## Research Context:

- Smart devices in the home present trust & cybersecurity challenges.
- The state-of-the-art for storing personal data in the home require research.
- A smart device service uses personal data; which could lead to trust and security issues.

## Research Question:

*How can smart devices in the home provide tailored services to improve convenience without individuals giving up agency over the use of their personal data?*

## Research Aims and Objectives:

Co-create design and governance guidelines for a solution where data never leaves the home.

### Why is it important, to:

- empower smart device users to make informed privacy choices
- bridge the communication gap between various stakeholders
- simplify the adoption of privacy by design for smart devices

## Research Impact and Outcome:

1. Empowerment of smart device users through a policy
2. Improved communication to mitigate security/privacy risk
3. Competitive edge and savings on compliance cost for the smart device manufacturers and service providers through standardisation