



Standards at a glance



BS ISO 31700-1:2023 Consumer protection – Privacy by design for consumer goods and services – Part 1: High-level requirements

What is it?

BS ISO 31700-1 is an international standard that aims to protect consumers by putting privacy at the heart of consumer goods and services. Experts from 17 countries – including legal professionals and representatives from industry and consumer groups, such as the Consumer and Public Interest Network (CPIN) – collaborated to develop good practice to help organizations identify and mitigate privacy risks associated with goods and services, throughout their lifecycle.

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Who should use it?

BS ISO 31700-1 can be used by any organization – big or small – involved in the design, development, manufacture, sales, distribution, installation, and end of life of consumer goods and services. It also covers any ongoing customer support, recalls and software upgrades that may be required. Organizations that might use this standard include designers and manufacturers of internet-connected goods and services, labs responsible for testing and monitoring, app developers and internet service providers.

How will it benefit consumers?

Consumers have a right to privacy of their personal information, as outlined in the United Nations' [Universal Declaration of Human Rights](#). BS ISO 31700-1 helps organizations to do the right thing, inspiring customer confidence that the goods and services they buy and use will not jeopardize their privacy and put them at risk of harm.

Why should responsible organizations use this standard?

BS ISO 31700-1 sets high-level requirements for organizations, with supporting guidance to aid practical implementation. It offers many potential benefits to those that use it, including:

- **An increase in consumer trust.** If consumers are confident that goods and services respect and protect their privacy, they are more likely to buy them.
- **Avoiding reputational damage and saving money.** Privacy fails can destroy reputations and be expensive to rectify. The standard helps businesses reduce this risk by explaining 'what good looks like' in protecting consumer privacy.
- **Minimizing the risk of legal repercussions.** Organizations following the standard can demonstrate they have taken all reasonable steps to comply with applicable privacy laws and regulations. It is written in a way that enables conformity assessment by third parties.

It can also add value to government agencies responsible for monitoring compliance with privacy regulation, and consumer organizations that assess goods and services against privacy best practice.



Inspiring trust for a more resilient world.

“Consumers don’t have control over the way goods and services are made, and organizations can’t control how consumers use them. The only way to protect consumers and build trust is by designing privacy controls into the hardware and software provided. This standard encourages organizations to be proactive about privacy, to reduce consumer harm.”

Pete Eisenegger, CPIN Expert, BS ISO 31700-1



Why is this standard important for consumers?

In an increasingly digitally-connected world, where everyday items such as fridges, doorbells and children’s toys have the ability to collect and process personal data, the need to protect consumer privacy has never been greater.

Consumers need robust privacy controls to be built into goods and services, and adequate tools to manage privacy preferences. Without these, consumers’ personal data, and control of their devices, can fall into the hands of strangers and criminals, threatening their emotional well being and their financial and physical safety

While some countries have strong data protection laws, such as the [UK General Data Protection Regulation](#), not all consumers have such robust legal protection. With many goods and services being sold and used across borders, international guidance to define good practice is crucial.

There are multiple standards that cover an organization’s role in protecting its customers’ data. However, BS ISO 31700-1 goes further, prompting them to think about how their goods and services might pose risks to consumer privacy, and how to address these **before** harm can occur. It aims to get organizations thinking about how their goods and services might be used by people in the real world, taking into account a diverse range of consumer behaviour, needs and vulnerabilities.








How to get a copy of the standard

BS ISO 13700-1 is available to buy from the BSI shop. You can find out more about how standards are developed and used on the [BSI website](#).

How does the standard address key consumer priorities?

BS ISO 31700-1 can help organizations demonstrate their commitment to safeguarding consumer privacy and protecting their rights by addressing the following, which align with CPIN’s guiding principles:

-  **Access** – by implementing strong measures to keep personal information safe and prevent malicious use, organizations can increase consumer confidence in accessing connected goods and services.
-  **Information** – by providing clear information about how personal information will be collected and used, and giving everyone the ability to adjust privacy controls to suit their own preferences, organizations can help consumers make informed decisions.
-  **Redress** – by giving clear guidance on how to complain about the processing of their personal information, and how to escalate complaints where necessary, organizations can help consumers get satisfactory resolution to problems.
-  **Safety** – by designing goods and services in a way that prevents the misuse or abuse of personal information, organizations can protect consumers from resulting emotional, financial and physical harm.
-  **Sustainability** – by reducing the risk that privacy concerns will render goods and services obsolete or force consumers to replace them sooner than necessary, organizations can increase their longevity.