

**For Immediate Release**

SIIA Contact: Laura Greenback, Communications Director, (202) 789-4461, [lgreenback@siia.net](mailto:lgreenback@siia.net)

PR Contact: Farrah Kim, Rational 360, (202) 568-8986, [farrahkim@rational360.com](mailto:farrahkim@rational360.com)

**SIIA's David LeDuc Makes Policy Recommendations to Realize the Economic and Social Value of the Internet of Things**

*Internet of Things Global Summit Panel Keys on Maximizing the Social Benefits of Data-Driven Innovation*

**WASHINGTON, D.C. (October 1, 2013)** -- SIIA Senior Director of Public Policy, David LeDuc, will participate in a panel discussion at the National Press Club Today about building trust and confidence with regard to the Internet of Things.

LeDuc said:

"We are at a key inflection point in the history of information technology (IT). The last decade has brought about significant advances in IT, representing an evolution for IT from a specialized tool into a pervasive influence on nearly every aspect of everyday life."

This new Internet-enabled environment, often referred to as the "Internet of Things," presents tremendous economic and social value, and is capable of transforming the way we work, communicate, learn and live our lives. Consumers, citizens and society as a whole stand to benefit greatly from innovative uses of data to improve health outcomes, streamlining and enhancing financial services, enhancing education and learning, and improving and maximizing our physical infrastructure."

SIIA proposes the following five recommendations for policymakers to maximize the beneficial outcomes of the Internet of Things:

1. Policymakers should promote technology neutrality and avoid technology mandates.

2. De-identification often provides an opportunity way to balance the needs of DDI and privacy protection.
3. Uniform rules cannot be applied broadly to the role of notice and choice.
4. The principle of data minimization should be re-interpreted.
5. The Internet of Things requires a policy framework that provides for an evolving view of privacy rights based on risk and societal benefits.

The 2013 M2M & Internet of Things Global Summit, hosted by Forum Europe, will take place in Washington DC on October 1-2.

[More info about the event](#) .

#### **About SIIA**

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 800 member companies worldwide that develop software and digital information content. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to the leading companies that are setting the pace for the digital age. For more information, visit [www.siia.net](http://www.siia.net) .