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Mr. Craig Spiezle
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Craig,

Thank you for the opportunity to comment on your Internet of Things proposal.

1. It seems like the document needs a broader introduction at the outset. Here's an idea.

McKinsey has suggested that while IoT hype has been great, the actual value may be greater, predicting in a recent report that the IoT could boost the economy by \$3.9 trillion to \$11.1 trillion per year in 2025 and that the IoT has the potential to transform the way we interact with our surroundings. That potential however is predicated on the ability to make the sensor and device data available and useful for a broad range of systems and applications.

This explosion of the Internet of Things and the data it uses across the needed variety of systems and applications will generate important privacy and security concerns. The privacy risk associated with the types of data collected will raise concerns for individuals, while organizations will be concerned about the confidentiality and integrity of data used by IoT devices and systems.

Providers of IoT-enabled products will need to create and communicate compelling value propositions for their collection and use of data; provide transparency into what data are collected onto remote systems and how they are being used; and ensure that data are appropriately protected from loss or theft. And policy makers will be asked to consider regulatory frameworks to enable IoT development while protecting against potential misuses of IoT technology.

2. The first ten recommendations seem broad in nature and on point. After that point they seem very granular and down in the weeds in a manner that's likely to stir quite a bit of opposition. No need to fight that fight right now. Stick with the top ten.
3. The onus on manufacturers is quite dramatic and potentially very costly. Seems to me like the focus should be broad based principles at this point.

I'm happy to discuss this in more detail if you have a moment later this week.

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