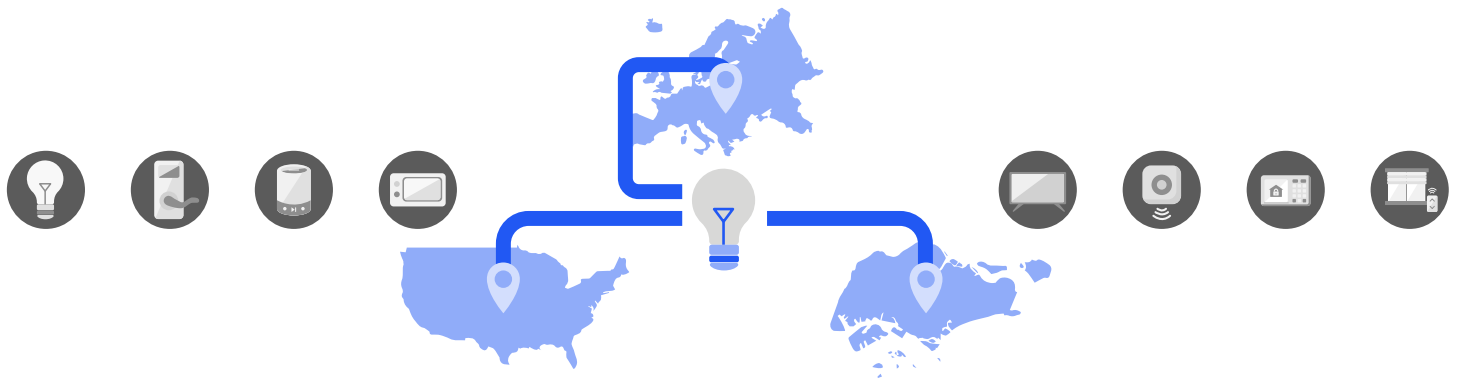




The Promise of a Robust Product Security Certification Program

Built on 20 years of validation and certification experience, the Alliance’s Product Security Certification Program provides product manufacturers with certification artifacts designed to be used as supporting evidence in regulatory compliance submissions to Notified Bodies.



Harmonized Standards

Now is the time for the world to work cohesively to create harmonized standards for IoT product security and deliver on the promise of a more connected, secure, and productive world.

Built on Best Practices

Security best practices, technical capabilities, and existing global product security regulations inform the Product Security Certification Program.

Certify Once

Manufacturers using Aliro, Matter, Zigbee, and other globally adopted technologies can build their products once and be relevant around the world.

Product Security Certification Program Grants a Verified Mark

The Product Security Verified Mark is confirmation that a product meets the specification’s security requirements. When displayed prominently on certified product packaging, store signage, and online platforms, this Verified Mark inspires confidence and serves as a marker for secure IoT products.



Security

Advances the state of the art in consumer IoT product security, verifying IoT products can securely function and resist hostile attacks.



Trust

Increases consumer confidence in the security of certified products and strengthens trust by helping consumers identify secure, certified IoT products.



Simplicity

Eases the task of building secure IoT products and the certification process for product manufacturers and consumers.



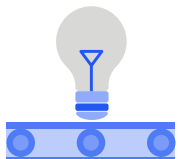
Unity

Provides product manufacturers and consumers with transparency on global product security requirements and unifies global product security standards, removing the burden of guesswork for manufacturers.



Consumers

Consumers can find IoT products that have been verified as properly secured, boosting confidence in the security of certified IoT products and increasing adoption.



Manufacturers

Manufacturers that get the certification should see higher demand for their products while minimizing certification costs.



Regulators

Regulators that recognize the global certification should see widespread compliance with their regulations.



Everyone

Everyone will benefit by advancing the state of the art in consumer IoT product security, leading to reduced security incidents.