



## **Cyber security knows no borders and requires action on all continents**

New technologies have become an essential part of our lives and our homes, helping people save precious resources, such as energy, water, and time, while also bringing comfort and joy to our daily lives. Connected products are part of this technological development and they are here to stay. By next year, there will be 50 billion connected devices globally, presenting unlimited possibilities and unprecedented opportunities. With this market potential comes increased responsibilities and challenges for product manufacturers.

United by our mission to be the voice of the home appliance industry on different continents and the roundtable [IRHMA](#), our 9 industry associations have committed to cooperating on harmonizing rules and strengthening cybersecurity protections to the extent feasible given technological and political limitations. The industry also remains ready to help governments to minimise risks of the breach of data privacy and cyber attacks.

To deliver cyber secure devices, manufacturers design and test appliances with a high-level of precision. On the other side of the coin, policy makers and experts can further ensure safety by avoiding a patchwork of regulations, disparate standards, and avoiding prescriptive solutions that take away the flexibility manufacturers need to address cybersecurity concerns.

The security of our homes depends on the cooperation and collaboration between governments, industry, and citizens from all around the globe, and the potential benefits that arise from the Internet of Things will make that effort worthwhile.

*IRHMA stands for "The International Roundtable of Household Appliance Manufacturer Associations". The Roundtable brings together representatives of home appliance sector from across the globe.*

Association of European Businesses ([AEB - Russia](#))

Association of Home Appliance Manufacturers ([AHAM - United States of America and Canada](#))

Asociación Nacional de Fabricantes de Aparatos Domésticos A.C. ([ANFAD - Mexico](#))

APPLiA, Home Appliance Europe ([APPLiA](#))

Consumer Electronics Suppliers Association ([CESA - Australia](#))

China Household Electrical Appliances Association ([CHEAA - China](#))

Japanese Electrical Manufacturers' Association ([JEMA - Japan](#))

Korea Electronics Association ([KEA - Korea](#))

South African Domestic Appliance Association ([SADA - South Africa](#))