

Privacy and Big Data: Safeguarding Consumers

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Abstracts

High-profile security breaches, combined with the increased hacking risks of that come with smart devices, raise consumer concerns about the privacy and security of their personal information. However, big data and analytics are key tools for success with connected home products and systems. This report evaluates consumer concerns and preferences, assesses the security and privacy issues in the current market, and looks at best practices for companies to store and use consumer data while providing consumers with the necessary levels of privacy and security.

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