
**Consumer protection — Privacy
by design for consumer goods and
services —**

**Part 2:
Use cases**

*Protection des consommateurs — Respect de la vie privée assuré
dès la conception des biens de consommation et services aux
consommateurs —*

Partie 2: Cas d'usage



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Project Committee ISO/PC 317, *Consumer Protection – privacy by design for consumer goods and services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

ISO 31700-1^[1] provides high-level requirements and recommendations for organizations using privacy by design in the development, maintenance and operation of consumer goods and services. These are grounded in a consumer-focused approach, in which consumer privacy rights and preferences are placed at the heart of product development and operation.

Use case help to identify, clarify and organize system requirements related to a set of goals, by illustrating a series of possible sequences of interactions between stakeholder(s) and system(s) in a particular ecosystem.

The use cases in this document use a template that is based on IEC 62559-2^[2] while enabling a focus on privacy by design challenges and on the ISO 31700-1 requirements.

Although there are a wide range of use cases, this document provides three sample use cases to help further understand the implementation of ISO 31700-1: on-line retailing, a fitness company and smart locks.

Consumer protection — Privacy by design for consumer goods and services —

Part 2: Use cases

1 Scope

This document provides illustrative use cases, with associated analysis, chosen to assist in understanding the requirements of 31700-1.

The intended audience includes engineers and practitioners who are involved in the development, implementation or operation of digitally enabled consumer goods and services.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org>

3.1

privacy by design

design methodologies in which privacy is considered and integrated into the initial design stage and throughout the complete lifecycle of products, processes or services that involve processing of Personally Identifiable Information, including product retirement and the eventual deletion of any associated personally identifiable information

Note 1 to entry: The lifecycle also includes changes or updates.

[SOURCE: ISO 31700-1:2023, 3.5]

3.2

use case

description of a sequence of interactions of a consumer and a consumer product used to help identify, clarify, and organize requirements to support a specific business goal

Note 1 to entry: Consumers can be users, engineers, of systems.

Note 2 to entry: A system of interest in this document is a consumer goods or service.

[SOURCE: ISO 31700-1:2023, 3.22, modified — note 2 added]