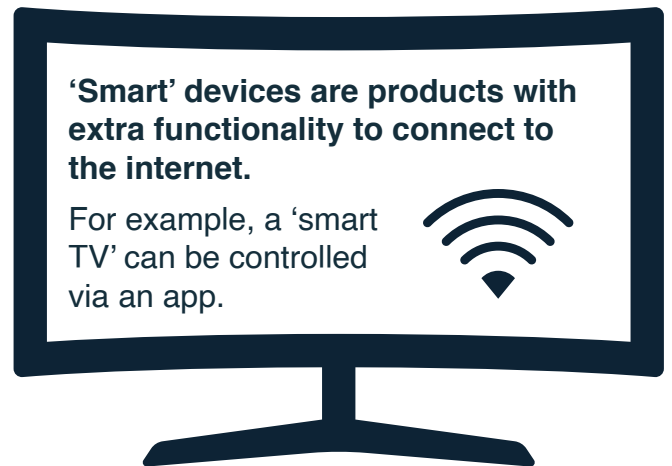# Helping consumers buy better smart devices

Many smart devices lack basic cyber security features, increasing the risk of cyber crime. It is currently difficult to find and use cyber security information when shopping for smart devices.

A cyber security labelling scheme may help consumers make better purchasing decisions. BETA partnered with the Department of Home Affairs to explore how cyber security labels could perform in an Australian setting.

'Smart' devices are products with extra functionality to connect to the internet.

For example, a 'smart TV' can be controlled via an app.

We designed and tested three cyber security labels^.

Almost 6,000 participants completed an online 'shopping scenario', choosing which smart devices they would like to 'buy'. Devices were displayed with or without a label.

Security updates guaranteed until **August 2026**.

A **plain-text expiry label** increased the likelihood* a device would be chosen by **13**%

SECURITY UPDATES GUARANTEED UNTIL **AUG 2026**

cybersecurity.gov.au

An **icon expiry label** increased the likelihood* a device would be chosen by **14**%

CYBER SECURITY RATING

HARDENED

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A **graded shield label** increased the likelihood* a device would be chosen by **19**%

*Percentage point increase in purchasing associated with each label type, compared to a device with no label.

^We tested four levels of cyber security (length of update period, number of shields) for each cyber security label.

Including cyber security labels on smart devices can help consumers make more cyber secure purchasing decisions