

ISO/IEC TR 31700-2

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

Second edition
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This document was prepared by Joint Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 44, *Consumer protection in the field of privacy by design*.

This second edition cancels and replaces the first edition (ISO/TR 31700-2:2023), which has been technically revised.

The main changes are as follows:

- the list of high-level requirements (Table 1) has been updated to align with ISO 31700-1 [\[1\]](#);
- editorial corrections have been made to figures.

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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 cases 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.

Although a wide range of use cases exist, this document focuses on three sample use cases to illustrate the implementation of ISO 31700-1 [\[1\]](#): online retailing, a fitness company and smart locks.