Categories	Standards & Regulations	Products/Services Likely in
Data protection & privacy	 Data protection regulations (UK Data Protection Act, GDPR) Cross-border data transfer compliance (EU, UK, Swiss-US Privacy Shield etc.) Privacy Protection (e.g., "COPPA", California Consumer Privacy Rights) or Family Education Rights and Privacy Act (FERPA)) 	Scope Products and services that process personal data (e.g., requires users to sign up, sign in or create an account to interact with the products/ service) (Not likely applicable to broadcast or web-based services that do not collect personally identifiable data)
Non- discrimination (accessibility requirements)	 Non-discrimination/ equal access (e.g., UK Equality Act, Ofcom accessibility requirements, self-established accessibility standards) 	• Most products and services (Note: Not likely applicable to physical toys)
Product safety & consumer protection	 NHS Digital's Standards for approved mental & physical health apps (covering clinical safety, security, technical stability and data protection responsibility) Consumer protection regulation (e.g., UK Consumer Rights Act 2015.) Self-generated standards of (acceptable) practices and behaviours Safety (of users) concerning radio equipment and telecommunications terminal equipment (Directive 2014/53/EU) Toy/ product safety standards relating to materials and chemicals used (e.g., General product safety Directive 2001/95/EC, Regulation (EC) 1907/2006, Directive 2009/48/EC, ISO8124) (EU) Toy safety standards (e.g., EN 17- 1:2014, EN71-2:2001 + a1: 2014, EN71- 3:2013 + a1: 2014) Safety (EU) directive, restricting certain hazardous substances in electrical and electrical equipment (Directive 2011/65/EU) ROHS Directive Electronic Safety (Directive 2014/35/EU) Safety standards (e.g., EN50566, EN62479, EN62368) (EU) Electronic Safety or safety and/or Information and Communication technology equipment safety Standards (e.g., EN62311, EN 50581, EN62368, EN60950, EN60825) (EU) Battery standards (e.g., EN 60950) 	 Products and services that collect personally identifiable data, and sensitive data (e.g., health and location data) Products and services that involve or include elements of profiling, targeted marketing, product placements and/or behavioural design or in- app purchase Products and services that contain forms of user-to- user communication (e.g., live chat), user-generated content, user comments Products and services that rely on radio equipment or telecommunications terminal equipment Products that may contain a restricted chemical substance Toys Products and services that rely on electronics and information technology equipment Products and services that rely on batteries to function

Security	 Security (measures, vulnerability disclosure or security regulation/standards or ISO 27001, ISO 27017, PCI DSS) 	 Products and services powered by information systems Connected devices (e.g., IoT, Smart Toys, SmartWatch, wearables)
Other standards & regulations: Broader digital environment and supply chain	 Supply chain transparency & modern slavery in the supply chain (e.g., California Transparency in Supply Chain, UK Modern slavery and human trafficking Act) Environmentally Friendly (e.g., Directive 2012/19/EU WEEE Directive, Directive 94/62/EC on Packaging and Packaging Waste) Electronic compatibility (Directive 2014/30/EU) Common eco-design requirements for energy-related products to support the free movement of products (Directive 2009/125/EC) Radio spectrum standards (e.g., EN 300 328, EN301893) Standards concerning electronic/electromagnetic compatibility (EMC) (e.g., EN 301489, EN55032, EN61000, EN300440 etc) (EU) Standard for eco-design (e.g., EN50564) (EU) Standard concerning wideband transmission systems; data transmission equipment, and using wide band modulation techniques (e.g., Digital Millennium Act) 	 Products and services that rely on smooth interoperation with other products, services or systems Products and services that rely on the radio spectrum to transmit information Electric devices or installations Energy using products Products and services or data transmission equipment that use wideband transmission or wideband transmission techniques Products and services that contain wrapping or packaging Digital content