

Key Points on Automotive Privacy Principles

Today, drivers want to be as connected in their cars as they are everywhere else. As vehicles – and the smartphones brought in to them -- become increasingly connected, automakers are taking action to protect the privacy of customer data.

In 2014, 20 automakers pledged to meet or exceed commitments contained in the Automotive Consumer Privacy Protection Principles, which were developed to protect personal information collected through in-car technologies. These automakers commit to:

1. Provide customers with clear, meaningful information about the types of information collected and how it is used.
2. Provide ways for customers to manage their data.
3. Obtain affirmative consent before using geolocation, biometric, or driver behavior information for marketing and before sharing such information with unaffiliated third parties for their own use.

These comprehensive and groundbreaking Principles incorporate long-standing Fair Information Practice Principles and Federal Trade Commission Guidance to establish a set of baseline protections for consumer personal information used with connected vehicle technologies. By virtue of automakers' public commitments, the Principles are enforceable under consumer protection laws.

In 2018, automakers reviewed the Principles in light of evolving technologies and consumer expectations. Automakers concluded that the fundamental commitments of the Principles continue to provide appropriate protections for the personal information collected from connected vehicles and reflect the industry-wide commitment to be responsible stewards of information used for vehicle technologies and services.

Automakers continue to monitor evolving technologies and developments in privacy protection, and they are sharing information on their privacy commitments with federal and state policymakers, as well as their customers. Automakers commit to reviewing the Principles no less frequently than every two years to assess whether they continue to provide appropriate protections for personal information.

For more information, visit www.AutomotivePrivacy.com.

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