

AUTOMOTIVE DATA & PRIVACY

Protecting Privacy and Advancing Responsible Vehicle Data Use

Modern vehicles are increasingly connected, generating data that helps enable safer, smarter, and more efficient transportation. From crash prevention and automation systems to real-time diagnostics, vehicle data plays a critical role in helping to save lives and improve mobility.

Automakers recognize that earning consumer trust is critical. The automotive industry is committed to being transparent about its privacy policies, giving consumers choices about how their data is collected and used, limiting the data that is collected to what is reasonably necessary, and adhering to data security best practices.

Automakers Are Committed to Privacy

The industry is committed to protecting personal information, being transparent about its data practices, and using vehicle data responsibly. In 2014, automakers adopted the industry's Privacy Principles, which are enforceable by the U.S. Federal Trade Commission (FTC), and memorialize the industry's commitments, as follows:

- **Transparency and Notice**
Consumers are informed about what data is collected and how it is used.
 - **Respect for Context**
Data is used in a manner that is consistent with the purpose for which it was collected.
 - **Data Minimization**
Collection is limited to what is reasonably necessary and consistent with the consumer's expectations.
 - **Choice and Consent**
Consumers have choices about whether and how their data is collected and used, with heightened protections for sensitive data.
 - **Cybersecurity Safeguards**
Automakers adhere to security best practices.
 - **Accountability**
Commitments are enforceable by the FTC and are regularly reviewed for potential updates.
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Vehicle Data Improves Safety and Innovation

- **Advanced Safety and Automation Systems**
Data powers crash avoidance, driver assistance and automated driving technologies, such as adaptive cruise control, airbags, automatic emergency braking, and hands-free automation features.
- **Crash Response and Emergency Services**
Data enables roadside assistance and crash notification systems that allow first responders to more quickly and accurately respond to a crash.
- **Continuous Safety Improvements**
Data helps automakers identify defects, implement recalls, and develop safer and smarter vehicles.
- **Vehicle Performance and Maintenance**
Diagnostic data enables the early detection and correction of mechanical issues. It also enables software updates, so you can update your vehicle from home.
- **Convenience**
Data supports a convenient driving experience by enabling in-cabin voice assistants, navigation, automatic climate control, music and seat settings.
- **Traffic Efficiency and Environmental Benefits**
Connected systems help drivers locate chargers, monitor fuel efficiency, and reduce congestion.