

Communications Daily

FPF, Auto Dealers Release Consumer Guide Outlining Data Collected by New Vehicle Tech

INTERNET | 27 Jan 2017 | Ref: 1701260017

The Future of Privacy Forum and National Automobile Dealers Association released a guide Thursday aimed at helping consumers understand the kinds of personal information collected by vehicles with newer technologies. It's "a critical step in communicating to consumers the importance of privacy in the connected car, as well as the benefits that car data can provide," said FPF CEO Jules Polonetsky in a news release. NADA President Peter Welch said many consumers aren't aware their connected car is continually collecting personal data. Most cars already have event data recorders and on-board diagnostic ports that collect technical data about vehicles. Newer technologies on vehicles may: track location and destination information; gather data about road or weather conditions and traffic or record information about vehicle occupants through cameras, mics and sensors; use biometrics to identify drivers; and provide third-party music or phone apps, which may collect data, the guide said. It said almost all automakers follow industry privacy practices, which became effective with 2017 model vehicles. Auto associations including Alliance of Automobile Manufacturers and Global Automakers also are supporting the guide, the release said.

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