

ALLIANCE OF AUTOMOBILE MANUFACTURERS, INC.
ASSOCIATION OF GLOBAL AUTOMAKERS, INC.

Consumer Privacy Protection Principles

PRIVACY PRINCIPLES FOR VEHICLE
TECHNOLOGIES AND SERVICES

November 12, 2014

**ALLIANCE OF AUTOMOBILE MANUFACTURERS, INC.
ASSOCIATION OF GLOBAL AUTOMAKERS**

CONSUMER PRIVACY PROTECTION PRINCIPLES

**PRIVACY PRINCIPLES FOR
VEHICLE TECHNOLOGIES AND SERVICES**

I. INTRODUCTION

The automotive industry is developing innovative technologies and services that promise to deliver substantial benefits and enhance the driving experience. These technologies and services may assist in enhancing safety, reducing the environmental impacts of vehicles, diagnosing vehicle malfunctions, calling for emergency assistance, detecting and preventing vehicle theft, reducing traffic congestion, improving vehicle efficiency and performance, delivering navigation services, providing valuable information services, and more. The Alliance of Automobile Manufacturers, the Association of Global Automakers, and their members are excited about the benefits offered by today's vehicle technologies and services and look forward to expanding the array of innovative technologies and services offered to consumers.

Many of these technologies and services are based upon information obtained from a variety of vehicle systems and involve the collection of information about a vehicle's location or a driver's use of a vehicle. Consumer trust is essential to the success of vehicle technologies and services. The Alliance, Global Automakers, and their members understand that consumers want to know how these vehicle technologies and services can deliver benefits to them while respecting their privacy.

Privacy is important to consumers, and it is important to us. That is why the Alliance and Global Automakers have issued these Privacy Principles ("Principles"). The Principles provide an approach to customer privacy that members can choose to adopt when offering innovative vehicle technologies and services. Each member has made an independent decision about whether to adopt the Principles, and other companies may choose to adopt them as well. We provide a list of those companies that have adopted the Principles in the Appendix, and they are referred to as "Participating Members."

The Principles apply to the collection, use, and sharing of [Covered Information](#) in association with [Vehicle Technologies and Services](#) available on cars and light trucks sold or leased to individual consumers for personal use in the United States.

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The Principles are subject to change over time. When they do change, the Alliance and Global Automakers will post the updated Principles at www.automotiveprivacy.com and . The Principles are not intended to replace inconsistent or conflicting applicable laws and regulations, where they exist. So, the Principles should be interpreted as subject to and superseded by applicable laws and regulations. Participating Members may implement the Principles in different ways, reflecting differences in technologies and other factors. And Participating Members may choose to incorporate into their privacy programs elements that are not addressed in the Principles and are free to take additional privacy steps. But regardless of how Participating Members design their privacy programs and implement the Principles, Participating Members affirm the following fundamentals, as detailed in the relevant sections that follow:

- **Transparency:** Participating Members commit to providing [Owners](#) and [Registered Users](#) with ready access to clear, meaningful notices about the Participating Member's collection, use, and sharing of [Covered Information](#).
- **Choice:** Participating Members commit to offering [Owners](#) and [Registered Users](#) with certain choices regarding the collection, use, and sharing of [Covered Information](#).
- **Respect for Context:** Participating Members commit to using and sharing [Covered Information](#) in ways that are consistent with the context in which the [Covered Information](#) was collected, taking account of the likely impact on [Owners](#) and [Registered Users](#).
- **Data Minimization, De-Identification & Retention:** Participating Members commit to collecting [Covered Information](#) only as needed for legitimate business purposes. Participating Members commit to retaining [Covered Information](#) no longer than they determine necessary for legitimate business purposes.
- **Data Security:** Participating Members commit to implementing reasonable measures to protect [Covered Information](#) against loss and unauthorized access or use.

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- **Integrity & Access:** Participating Members commit to implementing reasonable measures to maintain the accuracy of [Covered Information](#) and commit to giving [Owners](#) and [Registered Users](#) reasonable means to review and correct [Personal Subscription Information](#).
- **Accountability:** Participating Members commit to taking reasonable steps to ensure that they and other entities that receive [Covered Information](#) adhere to the Principles.

The application of these fundamental principles is described in more detail in the sections that follow.

II. APPLICABILITY

The Principles apply to the collection, use, and sharing of [Covered Information](#) in association with [Vehicle Technologies and Services](#) available on cars and light trucks sold or leased to individual consumers for personal use in the United States.

Participating Members are listed in the Appendix.

Each Participating Member commits to complying with the Principles for new vehicles manufactured no later than Model Year 2017 (which may begin as early as January 2, 2016) and for [Vehicle Technologies and Services](#) subscriptions that are initiated or renewed on or after January 2, 2016. To the extent practicable, each Participating Member commits to implementing the Principles for [Covered Information](#) collected from vehicles manufactured before January 2, 2016. If compliance with the Principles involves a vehicle engineering change, each Participating Member commits to complying with the Principles as soon as practicable, but by no later than vehicle Model Year 2018.

Some Participating Members may work with [Third-party Service Providers](#) to provide some or all of their [Vehicle Technologies and Services](#). When doing so, Participating Members commit to taking reasonable steps to ensure that [Third-party Service Providers](#) adhere to the Principles in providing [Vehicle Technologies and Services](#) that involve the collection, use, or sharing of [Covered Information](#). Businesses other than [Third-party Service Providers](#) may provide [Owners](#) and [Registered Users](#) with apps or other offerings that involve the collection of information from vehicles. Participating

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Members will encourage those businesses to respect the privacy of [Owners](#) and [Registered Users](#) and will take reasonable steps to provide those businesses with an opportunity to provide [Owners](#) and [Registered Users](#) with information about the businesses' privacy practices.

However, the Principles directly apply only to Participating Members. The Principles do not apply directly to vehicle dealerships that are not owned by Participating Members.

III. SCOPE OF THE PRINCIPLES AND DEFINITIONS

The Principles provide a framework for Participating Members to embrace when collecting, using, and sharing [Covered Information](#). The following defined terms are used in the Principles. Together, the definitions describe the scope of the Principles.

Affirmative Consent: An [Owner's](#) or [Registered User's](#) clear action performed in response to a clear, meaningful, and prominent notice disclosing the collection, use, and sharing of [Covered Information](#).

Biometrics: [Covered Information](#) about an [Owner's](#) or [Registered User's](#) physical or biological characteristics that serves to identify the person.

Covered Information: 1) [Identifiable Information](#) that vehicles collect, generate, record, or store in an electronic form that is retrieved from the vehicles by or on behalf of a Participating Member in connection with [Vehicle Technologies and Services](#); or 2) [Personal Subscription Information](#) provided by individuals subscribing or registering for [Vehicle Technologies and Services](#).

Exclusion from Covered Information: If Participating Members collect [Covered Information](#) and then alter or combine the information so that the information can no longer reasonably be linked to the vehicle from which the information was retrieved, the [Owner](#) of that vehicle, or any other individual, the information is no longer [Covered Information](#). If Participating Members attempt to link the information to specific, identified individuals or vehicles or share the information without prohibiting the recipients from attempting such linking, the information becomes [Covered Information](#).

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Driver Behavior Information: [Covered Information](#) about how a person drives a vehicle. Examples are vehicle speed, seat belt use, and information about braking habits. This does not include information that is used only for safety, diagnostics, warranty, maintenance, or compliance purposes.

Geolocation Information: [Covered Information](#) about the precise geographic location of a vehicle.

Identifiable Information: Information that is linked or reasonably linkable to i) the vehicle from which the information was retrieved, ii) the [Owner](#) of that vehicle, or iii) the [Registered User](#) using [Vehicle Technologies and Services](#) associated with the vehicle from which the information was retrieved.

Owners: Those individuals who have legal title to a vehicle that receives or is equipped with [Vehicle Technologies and Services](#) that use [Covered Information](#); those entitled to possession of such a vehicle, like purchasers under an agreement (for example, a vehicle loan where the vehicle is collateral); and those entitled to possession of such a vehicle as lessees pursuant to a written lease agreement that, at its inception, is for a period of more than three months. The term “Owners” does not include lienholders and lenders.

Personal Subscription Information: Information that individuals provide during the subscription or registration process that on its own or in combination with other information can identify a person, such as a name, address, credit card number, telephone number, or email address.

Registered User: An individual other than an [Owner](#) who registers with, and provides [Personal Subscription Information](#) to, a Participating Member in order to receive [Vehicle Technologies and Services](#) that use [Covered Information](#).

Third-party Service Providers: Companies unaffiliated with Participating Members that receive [Covered Information](#) when conducting business on behalf of a Participating Member.

Vehicle Technologies and Services: Technologies and services provided by, made available through, or offered on behalf of Participating Members that involve the

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collection, use, or sharing of information that is collected, generated, recorded, or stored by a vehicle.

IV. SPECIFIC PRINCIPLES

1. TRANSPARENCY

Participating Members commit to providing [Owners](#) and [Registered Users](#) with ready access to clear, meaningful notices about the Participating Member's collection, use, and sharing of [Covered Information](#).

Participating Members commit to providing notices in a manner that enables [Owners](#) and [Registered Users](#) to make informed decisions.

How Participating Members may provide notices: Participating Members may make notices available in a variety of ways. Depending on the nature of the [Vehicle Technologies and Services](#) and the circumstances in which they are offered, different mechanisms may be reasonable to provide [Owners](#) and [Registered Users](#) with ready access to clear, meaningful notices about the [Covered Information](#) that Participating Members collect, use, and share. There is no one-size-fits-all approach. Among the various ways Participating Members may choose to provide notices are in owners' manuals, on paper or electronic registration forms and user agreements, or on in-vehicle displays. At a minimum, Participating Members commit to making information regarding the collection, use, and sharing of [Covered Information](#) publicly available via online web portals.

When Participating Members may provide notices: Participating Members commit to taking reasonable steps to provide [Owners](#) and [Registered Users](#) with ready access to clear, meaningful notices prior to initial collections of [Covered Information](#). Notices need not be provided prior to every instance of collection where addressed by prior notices.

Content of notices: Participating Members commit to designing the notices so that they provide [Owners](#) and [Registered Users](#) with clear, meaningful information about the following:

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- the types of [Covered Information](#) that will be collected;
- the purposes for which that [Covered Information](#) is collected;
- the types of entities with which the [Covered Information](#) may be shared;
- the deletion or de-identification of [Covered Information](#);
- the choices [Owners](#) and [Registered Users](#) may have regarding [Covered Information](#);
- whether and how [Owners](#) and [Registered Users](#) may access any [Covered Information](#); and
- where [Owners](#) and [Registered Users](#) may direct questions about the collection, use, and sharing of [Covered Information](#).

Notices regarding the collection of [Geolocation Information](#), [Biometrics](#), and [Driver Behavior Information](#): When Participating Members collect, use, or share [Geolocation Information](#), [Biometrics](#), or [Driver Behavior Information](#), Participating Members commit to providing clear, meaningful, and prominent notices about the collection of such information, the purposes for which it is collected, and the types of entities with which the information may be shared. Please see the Choice section below for information about the Principles' [Affirmative Consent](#) conditions if Participating Members use [Geolocation Information](#), [Biometrics](#), or [Driver Behavior Information](#) as a basis for marketing or share such information with unaffiliated third parties for their own purposes.

Changing notices: Participating Members commit to taking reasonable steps to alert [Owners](#) and [Registered Users](#) prior to changing the collection, use, or sharing practices associated with [Covered Information](#) in ways that have a material impact on [Owners](#) or [Registered Users](#). If the new practices involve using [Covered Information](#) in a materially different manner than claimed when the [Covered Information](#) was collected, Participating Members commit to obtaining [Affirmative Consent](#) from [Owners](#) and [Registered Users](#) to the new practices.

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2. CHOICE

Participating Members commit to offering [Owners](#) and [Registered Users](#) with certain choices regarding the collection, use, and sharing of [Covered Information](#).

Certain safety, operations, compliance, and warranty information may be collected by necessity without choice.

When Participating Members provide notices consistent with the Transparency principle, an [Owner's](#) or [Registered User's](#) acceptance and use of [Vehicle Technologies and Services](#) constitutes consent to the associated information practices, subject to the [Affirmative Consent](#) provisions below.

Participating Members understand that the sharing and use of [Geolocation Information](#), [Biometrics](#), and [Driver Behavior Information](#) can raise concerns in some situations, therefore Participating Members also commit to obtaining [Affirmative Consent](#) expeditiously for the following practices:

- using [Geolocation Information](#), [Biometrics](#), or [Driver Behavior Information](#) as a basis for marketing; and
- sharing [Geolocation Information](#), [Biometrics](#), or [Driver Behavior Information](#) with unaffiliated third parties for their own purposes, including marketing.

[Affirmative Consent](#) is not required, however, when [Geolocation Information](#), [Biometrics](#), or [Driver Behavior Information](#) is used or shared

- as reasonably necessary to protect the safety, property, or rights of Participating Members, [Owners](#), [Registered Users](#), drivers, passengers, or others (this includes sharing information with emergency service providers);
- only for safety, operations, compliance, or warranty purposes;
- for internal research or product development;

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- as reasonably necessary to facilitate a corporate merger, acquisition, or sale involving a Participating Member's business;
- as reasonably necessary to comply with a lawful government request, regulatory requirement, legal order, or similar obligation, which, in the case of requests or demands from governmental entities for [Geolocation Information](#), must be in the form of a warrant or court order, absent exigent circumstances or applicable statutory authority; and
- to assist in the location or recovery of a vehicle reasonably identified as stolen.

Participating Members also need not obtain [Affirmative Consent](#) when sharing [Geolocation Information](#), [Biometrics](#), or [Driver Behavior Information](#) with [Third-party Service Providers](#) that assist in providing [Vehicle Technologies and Services](#) if those parties are not permitted to use that information for their independent use and the sharing is consistent with the notices that Participating Members have provided.

Participating Members may obtain [Affirmative Consent](#) at the time of vehicle purchase or lease, when registering for a service, or at another time.

3. RESPECT FOR CONTEXT

Participating Members commit to using and sharing [Covered Information](#) in ways that are consistent with the context in which the [Covered Information](#) was collected, taking account of the likely impact on [Owners](#) and [Registered Users](#).

The context of collection: Various factors will determine the context of collection, including the notices offered to [Owners](#) and [Registered Users](#), the permissions that they have provided, their reasonable expectations, and how the use or sharing will likely impact them.

- When Participating Members present clear, meaningful notices about how [Covered Information](#) will be used and shared, that use and sharing is consistent with the context of collection.

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- Participating Members commit to making reasonable and responsible use of [Covered Information](#) and may share that information as reasonable for those uses. Reasonable and responsible practices may vary over time as business practices and consumer expectations evolve.

The following examples illustrate some of the reasonable and responsible ways in which Participating Members may use or share [Covered Information](#) consistent with the context of collecting that information, taking into account the likely impact on [Owners](#) and [Registered Users](#). The list is not meant to be exhaustive.

- Using or sharing [Covered Information](#) as reasonably necessary to provide requested or subscribed services;
- Using or sharing [Covered Information](#) to respond to a possible emergency or other situation requiring urgent attention;
- Using or sharing [Covered Information](#) to conduct research or analysis for vehicles or [Vehicle Technologies and Services](#);
- Using or sharing [Covered Information](#) to diagnose or troubleshoot vehicle systems;
- Using or sharing [Covered Information](#) as reasonably necessary to facilitate a corporate merger, acquisition, or sale involving a Participating Member's business;
- Sharing [Covered Information](#) for operational purposes with affiliated companies that are clearly associated with the Participating Member or with the [Vehicle Technologies and Services](#) from which the [Covered Information](#) was collected or derived;
- Using or sharing [Covered Information](#) to prevent fraud and criminal activity, or to safeguard [Covered Information](#) associated with [Owners](#) or their vehicles;
- Using or sharing [Covered Information](#) to improve products and services or develop new offerings associated with [Vehicle Technologies and Services](#), vehicles, vehicle safety, security, or transportation infrastructure;
- Using [Covered Information](#) to provide [Owners](#) or [Registered Users](#) with information about goods and services that may be of interest to them;
- Sharing [Covered Information](#) as reasonably necessary to comply with a lawful government request, regulatory requirement, legal order, or similar obligation, which in the case of requests or demands from governmental

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entities for [Geolocation Information](#), must be in the form of a warrant or court order, absent exigent circumstances or applicable statutory authority; and

- Using or sharing [Covered Information](#) to protect the safety, property, or rights of [Owners](#), Participating Members, or others.

4. DATA MINIMIZATION, DE-IDENTIFICATION & RETENTION

Participating Members commit to collecting [Covered Information](#) only as needed for legitimate business purposes. Participating Members commit to retaining [Covered Information](#) no longer than they determine necessary for legitimate business purposes.

5. DATA SECURITY

Participating Members commit to implementing reasonable measures to protect [Covered Information](#) against loss and unauthorized access or use.

Reasonable measures to protect [Covered Information](#): Reasonable measures include standard industry practices. Those practices evolve over time and in reaction to evolving threats and identified vulnerabilities.

6. INTEGRITY & ACCESS

Participating Members commit to implementing reasonable measures to maintain the accuracy of [Covered Information](#) and commit to offering [Owners](#) and [Registered Users](#) reasonable means to review and correct [Personal Subscription Information](#).

Participating Members may provide the means to review and correct [Personal Subscription Information](#) in a variety of ways, including but not limited to web portals, mobile applications, or in-vehicle tools.

Participating Members commit to exploring additional means of providing [Owners](#) and [Registered Users](#) with reasonable access to [Covered Information](#), taking into account potential security and privacy issues.

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7. ACCOUNTABILITY:

- *Participating Members commit to taking reasonable steps to ensure that they and other entities that receive [Covered Information](#) adhere to the Principles.*

Accountability mechanisms that Participating Members may implement:

Participating Members commit to implementing reasonable policies, procedures, and practices to help ensure adherence to the Principles. Participating Members may implement training programs for employees and other personnel that handle [Covered Information](#). Participating Members may consider creating internal privacy review boards to evaluate and approve new technologies and services involving [Covered Information](#). Participating Members should make available reporting mechanisms for consumers to report concerns to Participating Members. Participating Members also commit to taking reasonable steps to ensure that [Third-party Service Providers](#) adhere to the Principles in providing [Vehicle Technologies and Services](#) that involve the collection, use, or sharing of [Covered Information](#).

V. CONTACT INFORMATION

ALLIANCE OF AUTOMOBILE
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Appendix

Participating Members

BMW OF NORTH AMERICA, LLC

CHRYSLER GROUP LLC

FORD MOTOR COMPANY

GENERAL MOTORS LLC

MAZDA NORTH AMERICAN OPERATIONS

MERCEDES-BENZ USA, LLC

MITSUBISHI MOTORS NORTH AMERICA, INC.

PORSCHE CARS NORTH AMERICA

TOYOTA MOTOR SALES, USA

VOLKSWAGEN GROUP OF AMERICA, INC.

VOLVO CAR GROUP