

Data Privacy Issues Concerning Automated and Connected Vehicles

Karlyn D. Stanley and Jason Wagner

April 2016



Key Questions



- Is there a need for new policies to manage vehicular and transportation data collected and used by the state as connected and automated vehicles are deployed?
- Should there be a state or federal approach to managing vehicular data issues from connected and automated vehicles?

Report Explains How New Technologies May Challenge Existing Data Privacy Protections



- The debate about data de-identification
- The auto industry lacks consensus concerning how to protect drivers' data privacy

Report Explains How New Technologies May Challenge Existing Data Privacy Protections



- Consumers are willing to trade their personal data to obtain a benefit
- Eighty-six percent of adults surveyed by AAA think there should be laws and policies to protect their vehicle data

Privacy Protection is Segmented in U.S. Law and Regulation



- U.S. federal statutes cover different aspects of privacy protection—financial, medical, children’s use of the Internet—in contrast to the Canadian approach
- There is not a consistent statutory definition of “personal identifying information” (PII)

Interviews of State DOTs, SMEs, Industry Stakeholders, and Privacy Experts Addressed Key Issues



- How are vehicular data being collected in Texas and other states?
- How are transportation data being used?
- Who owns or can access and use the data?
- What is the value of vehicular data?

Who Owns or Can Use the Data?



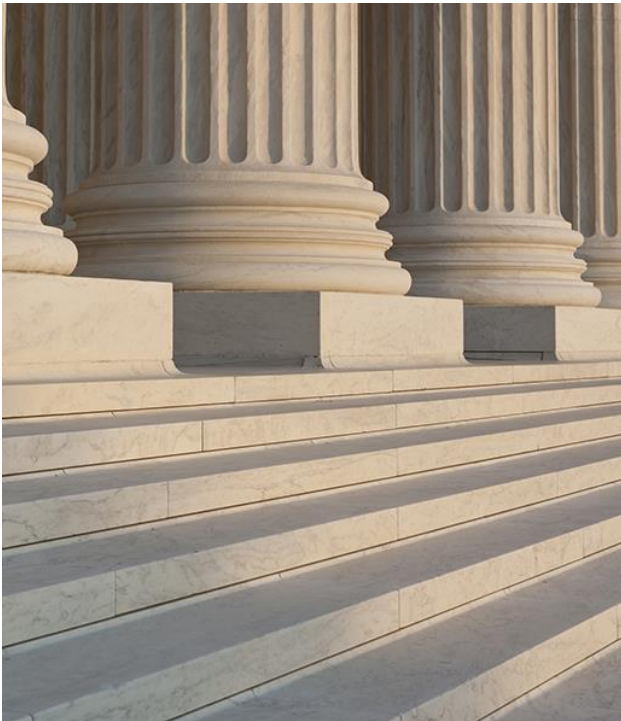
- Drivers may think that they own or control their car's data, but this is not what we found in research
- There are telematic devices being installed in many new cars that transmit PII whether the driver likes it or not
- Calls for a “bill of rights” to control automakers’ collection of data

States and Private Entities are Planning to Use and Monetize AV/CV Data



- OEMs, telematics, and insurance companies, among other stakeholders, plan to monetize and use AV/CV data
- States plan to monetize and use data for traffic control and management

States will Face a “Tsunami” of Data from AVs/CVs



- State agencies have made few preparations to deal with the extremely large volume of vehicular data that experts predict will be produced by automated and connected vehicle technologies

States will Face a “Tsunami” of Data from AVs/CVs



- States may need third parties to handle the volume of AV/CV data and analyze it for state transportation purposes
- States will need to control use of AV/CV data by third parties, so need clear regulations or guidelines

Data De-Identification is Not the Perfect Solution for Concerns About AV/CV Data Privacy



- Experts disagree about whether data de-identification works
- Recent MIT study puts current PII protection framework into question
- Currently, no standards for how AV/CV data should be de-identified

There is No Consensus About a State or Federal Approach for U.S. AV/CV Regulation



- OEMs, insurance companies fear a patchwork of state legislation
- Advocates say states can take leadership role
- States may resist imposition of federal guidelines and delay deployment of AVs/CVs



Link to Report

- <http://tti.tamu.edu/documents/PRC-15-49-F.pdf>

Karlyn D. Stanley

Kstanley@rand.org

202-746-0111