

Drive Forward: The Future of Telematics

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Telematics Use Cases

Fleet Management / Logistics	Geo-location Services / Nav	Internet / Infotainment
Component Repair & Diagnostics	Usage Based Insurance / Accident Info	V2V Communications / Safety
Autonomous Cars	Roadside Assistance / Recovery	Payment solutions

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In-Car Location-Based Services

Systems or devices that deliver in-car location-based services	Description	Examples
Telematics systems 	<ul style="list-style-type: none"> • Provided by auto manufacturers. • Consumers receive services through devices embedded in their cars or through their mobile devices that are connected to their cars.* • Services are generally subscription-based, requiring consumers to pay for services. 	General Motors' OnStar, Ford Sync, Chrysler Uconnect
Portable navigation devices (PND) 	<ul style="list-style-type: none"> • Provided by PND companies. • Consumers receive services through PNDs that are equipped to transmit location data, or through their mobile devices that are connected to their PNDs.* • Services can be free to consumers or require a fee for subscription. 	TomTom, Garmin
Map and navigation applications for mobile devices 	<ul style="list-style-type: none"> • Provided by mobile application developers. • Consumers receive services through smart phones. • Services are generally free or relatively inexpensive. 	Scout GPS Navigation, Google maps

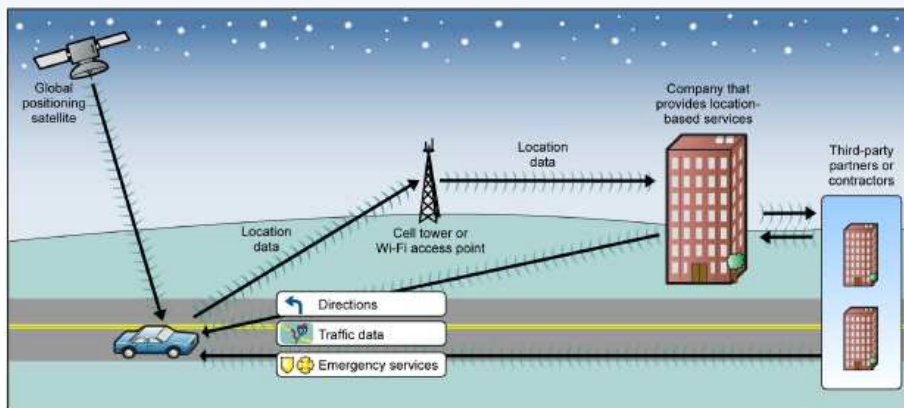
■ GAO In-Car Location-Based Services Report, Fig 1 (Dec. 2013)

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GAO



Typical Data Flows



■ GAO Report, Fig 2

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NHTSA V2V Proposal



Vehicles “talk” to each other exchanging information such as vehicle size, position, speed, heading, lateral/longitudinal acceleration, yaw rate, throttle position, brake status, steering angle, wiper status, turn signal status, enabling safety and mobility applications.

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V2V Crash Scenarios

Scenario and warning type	Scenario example
Rear end collision scenarios Forward collision warning Approaching a vehicle that is decelerating or stopped.	
Emergency electronic brake light warning Approaching a vehicle stopped in roadway but not visible due to obstructions.	
Lane change scenarios Blind spot warning Beginning lane departure that could encroach on the travel lane of another vehicle traveling in the same direction; can detect vehicles not yet in blind spot.	
Do not pass warning Encroaching onto the travel lane of another vehicle traveling in opposite direction; can detect moving vehicles not yet in blind spot.	
Intersection scenario Blind intersection warning Encroaching onto the travel lane of another vehicle with whom driver is crossing paths at a blind intersection in an intersection without a traffic signal.	

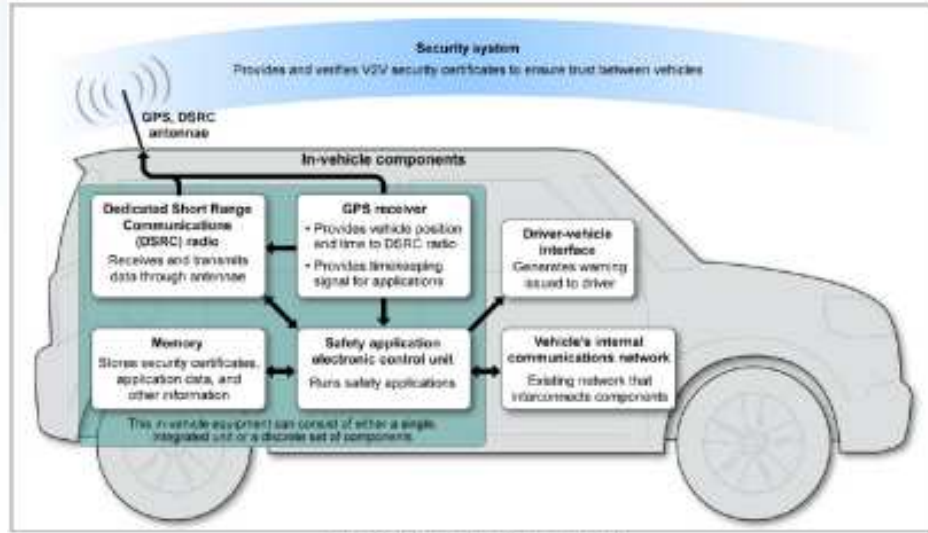
Source: NAD analysis of Crash Avoidance Mitigation Partnership information

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V2V In-Vehicle Components



Source: Crash Avoidance Metrics Partnership and GAO

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Risks to be Considered

Privacy / Security / Hacking



Regulatory Compliance



Products Liability



Ethical Issues



Software Design Flaws & Defects



Contractual Obligations & Protections



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Privacy Self-Regulation



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

Consumer Privacy Protection Principles

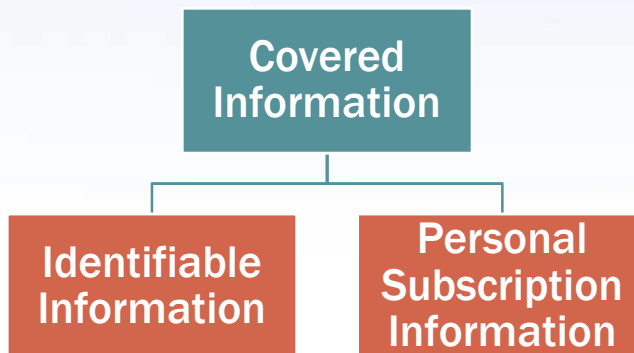
PRIVACY PRINCIPLES FOR VEHICLE
TECHNOLOGIES AND SERVICES

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Covered Information

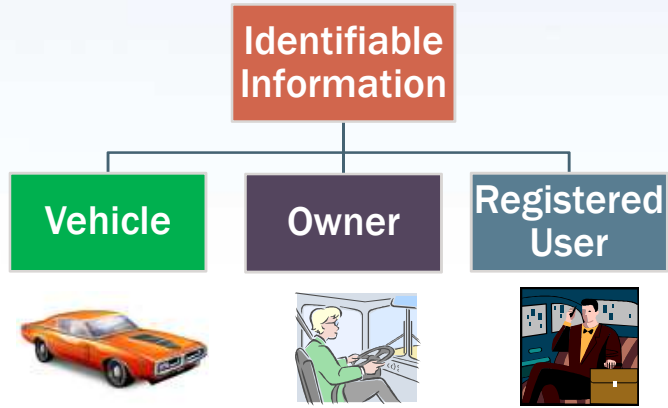


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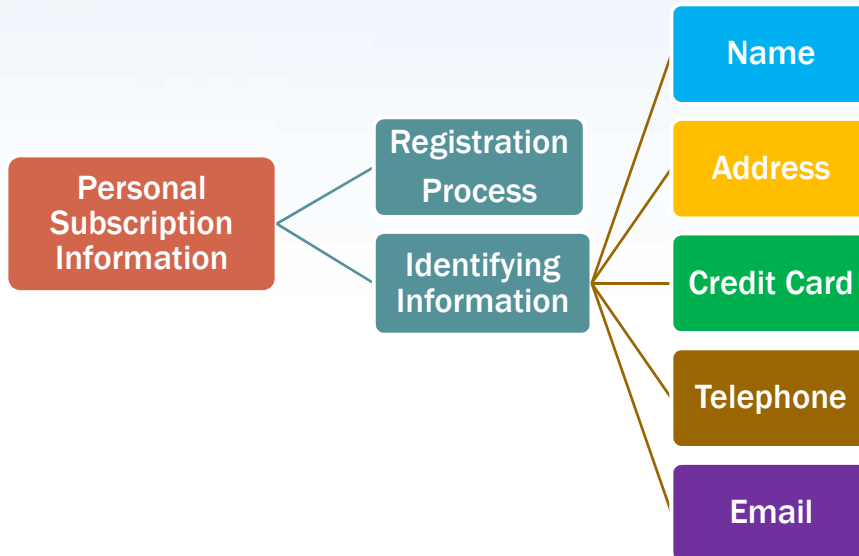
Identifiable Information



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Personal Subscription Information



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What is Sensitive Information?

Sensitive Information

Geolocation

Biometrics

Driver Behavior



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Using Sensitive Information

Sensitive Information

- Prominent Notice
- Purposes
- Sharing
- Affirmative Consent
 - Marketing
 - Third Parties



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Exceptions to Consent Requirement



Exceptions

- Safety
- Warranty
- R&D
- M&A
- Legal Compliance
- Vehicle Recovery

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The Seven Principles

Transparency

Choice

Respect for Context

Data Minimization / De-Identification

Data Security

Integrity & Access

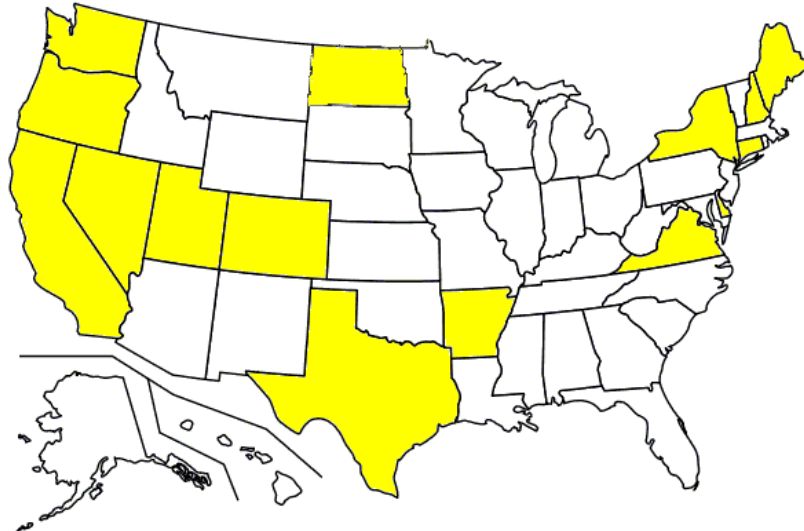
Accountability

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State Event Data Recorder Laws

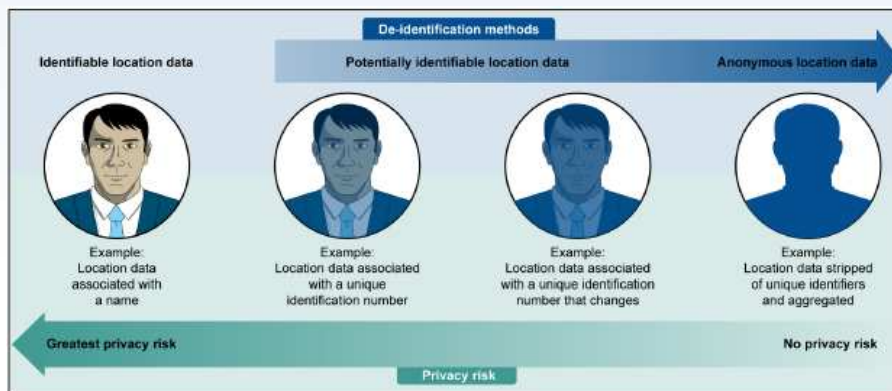


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De-identification



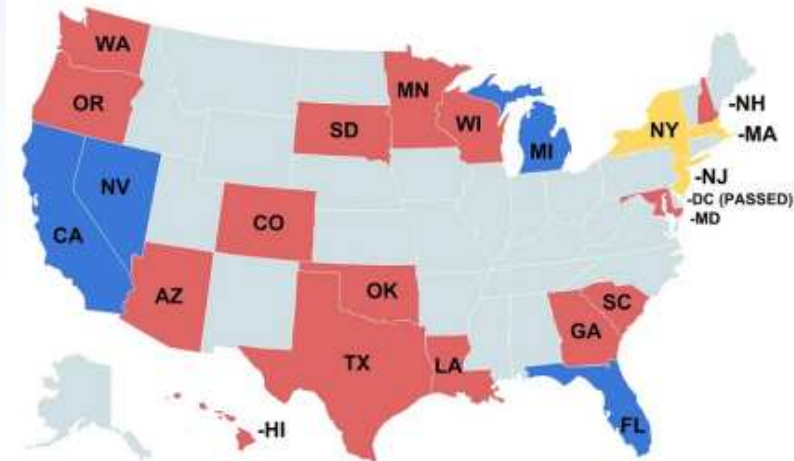
■ GAO Report, Fig 3

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State Autonomous Driving Laws



Current Status ■ Passed ■ Under Consideration ■ Failed

http://cyberlaw.stanford.edu/wiki/index.php/Automated_Driving:_Legislative_and_Regulatory_Action

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California AV Testing Law

Obtain Permit

Ability to Take Physical Control

Driver Certification

\$5 Million Insurance

Annual Renewal

Extensive Training

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Risk and Liability Management Best Practices

Privacy

- Privacy by Design
- Data Inventory
- Applicable Laws, Regulations & Industry Standards
- Map Practices to Legal Requirements

Security / Hacking

- C-Level Attention
- NTL Industry Standard
- Written IS Policies
- Cyber-insurance

Contractual Protections

- Clear Notices & Disclaimers
- Limitations of Liability
- Warranties
- Indemnification

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Thank you

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