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## Auto Data Privacy and Autonomy Act

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After polling over 2,000 car owners and lessors in the United States, Salesforce found that few drivers understand the definition of a connected car and the type of data collected by these cars and construction and farming vehicles.<sup>1</sup> A connected car uses rapidly advancing technology to communicate with other vehicles, the internet, original equipment manufacturers (OEMs), insurance companies, and other entities. Since forecasts estimate that 95% of all new vehicles on the road will be connected cars by 2030, it is vitally important that vehicle owners have data privacy and autonomy.<sup>2</sup>

The current regime separates vehicle ownership from vehicle *data* ownership, leaving the vehicle owner powerless to control their data and maintain privacy. Whether it is through the sharing of “significant locations,” the selling of driver habits to insurance companies, or OEMs locking vehicle telematics systems—activating a “kill switch” for vehicles—vehicle owners are powerless to control their vehicle and decide what data is collected, shared, and sold. As cars, commercial vehicles, construction vehicles, and farming vehicles become more advanced, owners are forced to complete dependence on dealership timelines and repair price points for everything from daily travel to harvesting crops.

The Auto Data Privacy and Autonomy Act puts vehicle owners back in the driver’s seat, allowing them to control their vehicle data and choose to provide informed consent about how and where their data is shared. Specifically, the bill:

- Requires OEMs to create an opt-in feature for data collection on covered vehicle users;<sup>3</sup>
- Prohibits OEMs from sharing, selling, or leasing collected customer data unless it is expressly permitted by the vehicle owner or required by law in narrow circumstances;
- Prohibits data sharing with adversarial nations;
- Enforced via unfair or deceptive act or practice standards with existing funds;
- Requires the FTC to submit a report to Congress on existing data collection activities;
- Allows owners technology-neutral access to their covered vehicle’s data upon request;
  - Standards are set by the National Institute of Standards and Technology (NIST);
  - Vehicle owners may use the data to make an informed decision about how to best maintain and operate the vehicle.
- Protects OEM confidential business information while balancing consumer interests; and
- Allows customers to delete their data after connecting to a covered vehicle, enabling them to remove their data when renting, selling, or scrapping a covered vehicle.

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<sup>1</sup> Salesforce. [CONNECTED CAR DISCONNECT](#). 2024.

<sup>2</sup> McKinsey & Company. [UNLOCKING THE FULL LIFE-CYCLE VALUE FROM CONNECTED-CAR DATA](#). 2021.

<sup>3</sup> “Covered vehicle” means a motor vehicle or a vehicle primarily used for farming or construction.