

### LOST DOG

#### <u>\$\$ REWARD \$\$</u>

MISSING SINCE 11/02/16



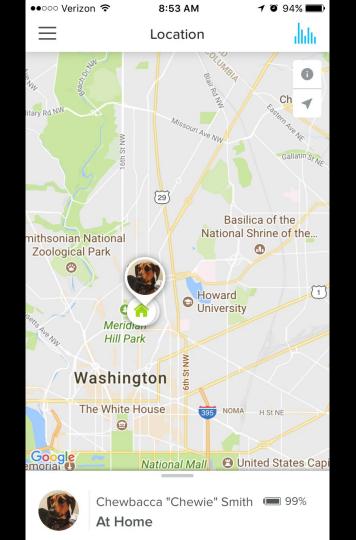
### CHEWBACCA is missing!!

Chewbacca is a sweet 2 year old black and tan hound mix. Loves people, dogs and food. Wearing navy and white collar.

Last seen near: **45th Street NW and River Street** If you see CHEWY, please DO NOT CHASE HIM Just give us a call!

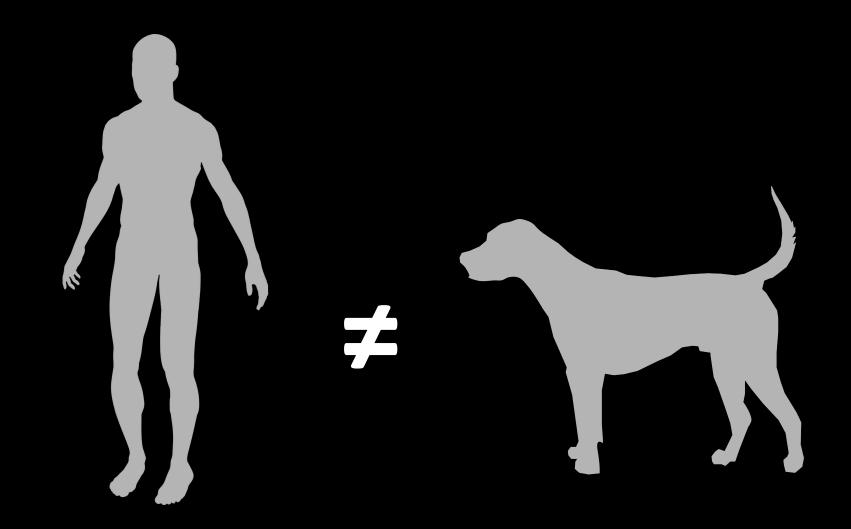




















# 37,461

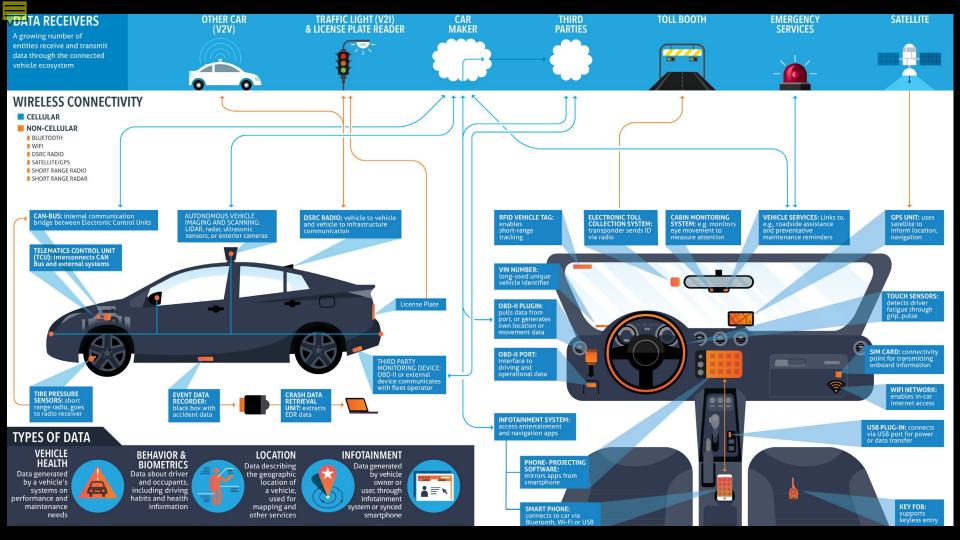


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#### **DATA RECEIVERS**

A growing number of entities receive and transmit data through the connected vehicle ecosystem







## Second



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### ...Who gets the data?

- Insurers?
- Fleet managers?
- Law enforcement?
- Marketers?
- Government?

## What is personal?De-identification of PII

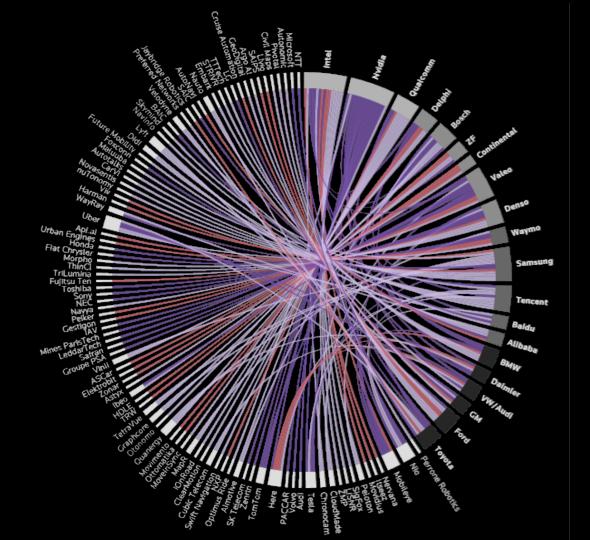
### ...Who manages the consumer relationship?

Is the car simply a display?

• OEM?

- Car dealerships?
- Ridesharing service?
- Your phone?
- Individual apps?
- Third party tech company?





## \$750

### Benerating revenues

)irect monetization celling products, features, or ervices to the customer

ailored advertising everaging car data to push ndividual offerings to customers

elling data collecting, analyzing, and reselling ig data to 3rd parties

Reducing costs



R&D and material costs reduction Gathering product field data to reduce development costs or to optimize materials and designs to the actual usage of the product/ service itself

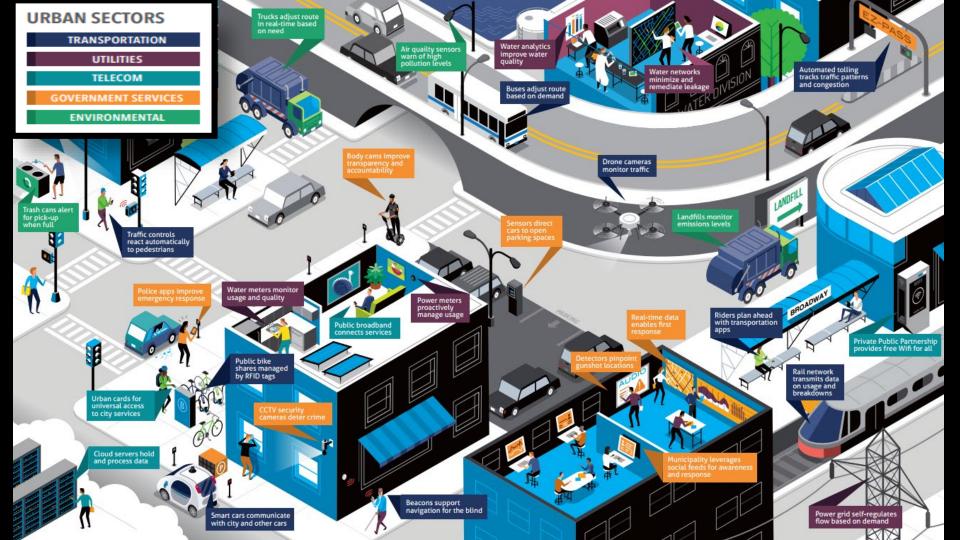
Customers' costs reduction Analyzing actual product/services usage patterns to reduce customers' usage, repair, and downtime

costs

Improved customer satisfaction Better tailoring product/services to customer needs

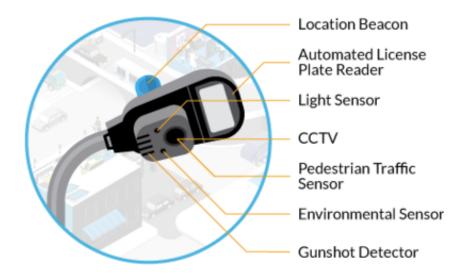
Increasing safety and security

Reducing time for intervention Collecting and forwarding warnings in real time, pointing in the right direction, and sharing critical information in advance



### CONNECTED TECHNOLOGIES ARE EVERYWHERE

It's not just your phone that's gotten smarter. Here's a smart city example: city streetlights are so ubiquitous they usually go unnoticed—but there's more to them than meets the eye. Today's lights can be fitted with multiple sensors and beacons, upgrading existing infrastructure into a hub for capabilities ranging from environmental to public safety to transportation.

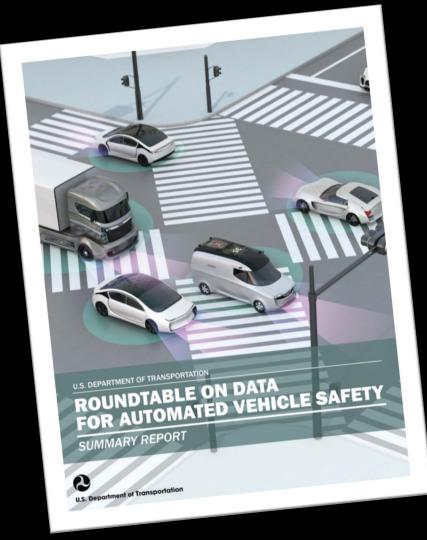






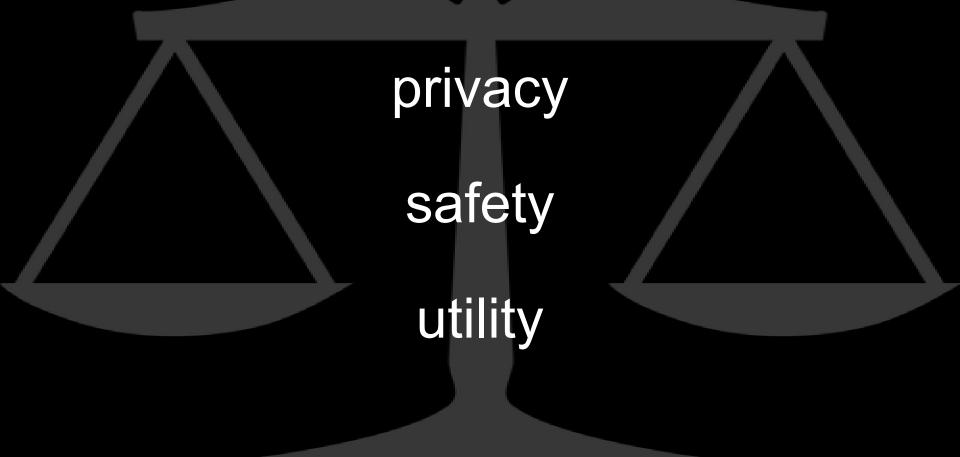
















ALLIANCE OF AUTOMOBILE MANUFACTURERS, INC. ASSOCIATION OF GLOBAL AUTOMAKERS, INC.

Consumer Privacy Protection Principles PRIVACY PRINCIPLES FOR VEHICLE TECHNOLOGIES AND SERVICES

November 12, 2014



Children's Online Privacy Protection Act



Consumer Financial Protection Bureau













## transparency

## choice

control

