



European
Automobile
Manufacturers
Association

ACEA PRINCIPLES OF DATA PROTECTION IN RELATION TO CONNECTED VEHICLES AND SERVICES



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INTRODUCTION

We, the member companies of ACEA, are committed to providing our customers with a high level of personal data protection. Therefore, we have adopted this statement which sets out the principles of data protection that we intend to respect in relation to the connected vehicles and services that we will put on the market in the European Union ourselves or through our affiliated companies.

These principles are:

1. We are transparent;
2. We give customers choice;
3. We always take data protection into account;
4. We maintain data security;
5. We process personal data in a proportionate manner.

These principles supplement existing laws and regulations governing personal data protection and privacy in the European Union, both at national and at EU level.

Each of us may take additional measures to protect the personal data of our customers.

Where we do not control personal data processed by unaffiliated third parties who provide applications or services through the communications platforms in our vehicles, we encourage these service providers to apply the same principles.

DATA PROTECTION PRINCIPLES

1. WE ARE TRANSPARENT

- We inform customers who use our connected vehicles and services (“customers”) about the personal data (ie information relating to an identified or identifiable natural person) or categories of personal data (including geolocation and driver behaviour data) that we process, the purposes we use them for, the third party or categories of third parties we may share them with, and the identity of the company or group of companies that governs the data processing (ie the data controller).
- We make this information available in a clear, meaningful and easily accessible manner. This may be done in one or more of the following ways:
 - o In a contract;
 - o In a user manual;
 - o With a special menu in the vehicle’s infotainment system;
 - o With specific icons or pictures in the vehicle;
 - o In our mobile apps;
 - o On our websites and web portals; or
 - o In any other appropriate manner.
- We inform our customers in one or more of the ways mentioned above when we change the content of our privacy policies with respect to the categories of personal data we process, the purposes we use them for or the categories of third parties we may share them with, or in any other way that would impact the privacy of our customers.
- We maintain one or more contact points where our customers can obtain information about the personal data we process about them and we enable them to exercise their legal rights regarding these data.

2. WE GIVE CUSTOMERS CHOICE

- We aim to design our vehicles and services so that where possible our customers can choose whether to share personal data.
- We share personal data of our customers with third parties who use these data for their own commercial purposes only on the basis of a contract, with the consent of our customers or to comply with our legal obligations.

- We enable our customers to de-activate the geolocation functionality of their connected vehicles and in the connected services we offer, except where we need to process geolocation data to comply with our contractual or legal obligations (for example: emergency call).

3. WE ALWAYS TAKE DATA PROTECTION INTO ACCOUNT

- We take data protection requirements into account when we design, develop and engineer new products, services and processes.
- Where necessary to maintain a high level of data protection, we carry out a data protection impact assessment before putting new products on the market, product features or services with new technologies and implement the measures that this impact assessment shows to be appropriate.

4. WE MAINTAIN DATA SECURITY

- We implement appropriate technical, security and organisational measures to protect the personal data of customers against accidental or unlawful destruction, loss, alteration or disclosure.
- Where we outsource data processing, we impose contractual safeguards to protect the personal data of our customers.

5. WE PROCESS PERSONAL DATA IN A PROPORTIONATE MANNER

- We process only personal data that are adequate, relevant and not excessive in relation to the purpose they are used for.
- We consider data anonymisation, pseudonymisation and de-identification important mechanisms for protecting personal data and we apply them where appropriate.
- Where we combine personal data with other information, we treat these data as personal data for as long as they remain combined.
- We retain personal data only for as long as it is necessary to fulfil the purpose they are used for. Subsequently, we render the data anonymous, block or delete them.

TYPES OF DATA, PROCESSING PURPOSES & LEGAL BASIS

Today's vehicles are increasingly 'connected' in the sense that they can exchange information wirelessly with the vehicle manufacturer, third-party service providers, users, infrastructure operators and other vehicles. This increases comfort and convenience for customers, improves products and services, and contributes towards achieving societal goals such as improving road safety, reducing fuel consumption, and facilitating traffic management and parking. For all these purposes, vehicles may collect, store, process and/or transmit data.

TYPES OF DATA

Vehicles process data relating to the vehicle itself and its surroundings. Some of these data may be regularly overwritten while others may be stored for a certain period of time or aggregated in statistical form. For example, such 'vehicle-recorded data' may relate to:

- Safety and security (for example: whether airbags have been triggered, whether doors and windows are locked or open);
- Vehicle functionality status (for example: engine injection, transmission behaviour, fuel level, battery charging level, driver assistant systems, malfunctions);
- Driving (for example: fuel consumption, speed, use of brake and accelerator pedals, steering wheel movement);
- Location of the vehicle;
- Surroundings (for example: outside temperature, nearby vehicles or other objects).

Vehicles also contain data that have been introduced by users themselves. For example, such 'user-introduced data' may include:

- Infotainment settings (for example: preferred radio station);
- Convenience settings (for example: seat position);
- Navigation destinations;
- Mobile phone address book.

Some of the data that are processed are definitely relevant in terms of data protection. Many other data are primarily of a technical nature. Their relevance in data protection terms depends on the extent to which they can be combined with other data that may permit the identification of a natural person.

PROCESSING PURPOSES

For example, the data that are processed may be used to:

- Comply with legal obligations (for example: emergency call, on-board diagnosis, recall and safety-related field monitoring);
- Provide vehicle support and services (for example: repair and maintenance, roadside assistance, warranty);
- Improve vehicle performance, quality and safety (for example: product development, accident research investigation);
- Offer information and entertainment (for example: communications, access to media, navigation, information about weather, traffic and parking);
- Facilitate access to services (for example: fleet management, pay-as-you drive insurance);
- Enable car-to-car or car-to-infrastructure communication (for example: road hazard warnings, traffic management).

LEGAL BASIS

- We process personal data on the basis of a contract, with the consent of our customers, to comply with our legal obligations, to protect the vital interests of our customers or to pursue a legitimate interest (for example: to improve vehicle safety or security) provided this interest does not prejudice the privacy of our customers.



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ABOUT ACEA

ACEA's members are BMW Group, DAF Trucks, Daimler, Fiat Chrysler Automobiles, Ford of Europe, Hyundai Motor Europe, Iveco, Jaguar Land Rover, Opel Group, PSA Peugeot Citroën, Renault Group, Toyota Motor Europe, Volkswagen Group, Volvo Cars, Volvo Group. More information can be found on www.acea.be.

ABOUT THE EU AUTOMOBILE INDUSTRY

- Some 12.1 million people - or 5.6% of the EU employed population - work in the sector.
- The 3.1 million jobs in automotive manufacturing represent 10.4% of EU's manufacturing employment.
- Motor vehicles account for €396 billion in tax contribution in the EU15.
- The sector is also a key driver of knowledge and innovation, representing Europe's largest private contributor to R&D, with €41.5 billion invested annually.

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