IT'S "BILLIONS" WITH A "B"

Rental & Car Sharing Privacy & Cybersecurity Considerations
Dr. Paul Kersey is a surgeon who often sees the consequences of the city's violence in the emergency room. When home intruders brutally attack his wife and young daughter, Kersey becomes obsessed with delivering vigilante justice to the perpetrators. As the anonymous slayings grab the media's attention, the public begins to wonder if the deadly avenger is a guardian angel -- or the Grim Reaper itself.
At least 50% of sampled vehicles have Nav or BT personal information.

- **Phone/BT**: 39% System present, personal info confirmed | 40% System present, info not found | 10% Not reported absent
- **GPS/Nav**: 27% System present, personal info confirmed | 29% System present, info not found | 18% Not reported absent
- **Garage**: 48% System present, personal info confirmed | 12% System present, info not found | 40% Not reported absent
- **Telem (OEM)**: 10% System present, personal info confirmed | 10% System present, info not found | 36% Not reported absent

- Likely under-representation (was system truly absent or information truly cleared?)
- Directional findings, need broader sample for cross-segment statistical analysis
UNEASY REMARKETING INDUSTRY

My current view is that risk, regulation, and compliance requirements specifically for our industry will...

Cybersecurity
- Increase: 69%
- Same: 27%
- Decrease: 4%

Vehicle PII
- Increase: 79%
- Same: 17%
- Decrease: 4%
RENTAL CAR REALITY CHECK?

How many times do you think I have been stopped and asked why I am sitting in so many cars on a rental lot?
1. Zero
2. Rarely
3. About half the times

How many times do you think I have been stopped and asked why I am sitting in so many cars on a rental sales lot?
1. Zero
2. Rarely
3. About half the times

What percentage of cars contained some form of PII (e.g. destinations, synced phone, address books, call logs, SMSs)?
1. About 50%
2. About 75%
3. Almost 100%
MOTOR VEHICLES INCREASINGLY VULNERABLE TO REMOTE EXPLOITS

As previously reported by the media in and after July 2015, security researchers evaluating automotive cybersecurity were able to demonstrate remote exploits of motor vehicles. These vulnerabilities were demonstrated by exploiting wireless communications vulnerabilities. Many of these issues have been exploited by criminals and are used to make inappropriate use of vehicles. The public is advised to be aware of the possible threats and how to avoid them.://www.consumer.ftc.gov/blog/2016/08/what-your-phone-telling-your-rental-car

https://www.consumer.ftc.gov/blog/2016/08/what-your-phone-telling-your-rental-car
WARNINGS

Digital dirt: Why the data you leave in a rental car could threaten ... CBC.ca - Jan 26, 2017
Larissa Reinders plugs her phone into her rental car the moment she ... footprint that can threaten the privacy of those unsuspecting drivers.

The Privacy Threat in Your Used Car
ConsumerReports.org - Apr 11, 2017
Buying a used car with fancy digital features? The former owner may still have remote access—and the same goes for the connected hub in ...

Your Rental Car May Be Keeping Your Personal Information
NBC 5 Dallas-Fort Worth - Jun 2, 2017
The next time you rent a car and plug your phone in to access music or ... way to drive and stay connected, but it may put your privacy at risk.

Connected Rental Cars Leak Personal Driver Data - Infosecurity ...
https://www.infosecurity-magazine.com/news/connected-rental-cars-leak/ - Dec 6, 2017 - Car rental companies in the US, UK and Europe aren't doing enough to protect consumer privacy, with none of the firms contacted by Privacy International (PI) able to provide clear internal policies on handling drivers' personal data. The rights group contacted rental companies and car share schemes in ...

Watchdog Groups Call for Rental Car Data Protection - News - Auto ...
www.autorentalnews.com/information/watchdog-groups-call-for-rental-car-data-protection.aspx - Dec 6, 2017 - According to a joint statement issued today, Consumer Watchdog joined Privacy International and other public interest groups in an international call for rental companies to protect the privacy of driver and passenger data their rented vehicles collect.

Car renters beware: Bluetooth use can reveal your private data
https://www.usatoday.com/story/money/cars/.../car-renters...data/108022601/ - Jan 30, 2018 - The groups are calling on car-rental companies to better protect customers. "When you rent a car, you must have the right to control how that extremely revealing data is used," John Simpson, of Consumer Watchdog, said. The small print of a contract isn't enough to notify people that their data is at risk, ...

There is a lack of clarity as to who is responsible for data held on infotainment systems. We do not believe this impedes our recommendations and in fact makes it more urgent that they are implemented by rental companies. Given conflicting responses from rental companies and manufacturers, we have referred the question as to whom is the data controller to the Information Commissioner. Therefore, whether or not you believe you are a data controller, we make the following recommendations:

- **Recommendation 1**: Provide clear advice to customers on how to delete their personal data from infotainment systems.

- **Recommendation 2**: Wipe the data from each rental car following a rental period, and factory reset the infotainment system.

- **Recommendation 3**: Create a policy in relation to customer data on infotainment systems.
S01E03: Borderline

The ladies embark on their new business arrangement but take heat from the FBI.

WATCH THE LATEST EPISODE
“Bluetooth truly is the STD of technology, and there’s no getting her name off the car’s screen”.

“It is a perfect comedic beat when Annie attempts to answer her phone in the next scene, only to have it pick up inside the car that all three women are watching sink into a lake.”
MYTH #1: CAR PII IS A LEGAL ISSUE

FCA

-11%

May 2016

-30%

Sep 2016

-40%

Equifax

-34%

Sep 2017

-14%

Apr 9, 2018

Facebook

-14%

Mar 16, 2018
MYTH#1: CAR PII IS A LEGAL ISSUE

**FY2017 Global Revenue (US$ Billions):**
- EHI: 22.3
- ABG: 8.8
- Hertz: 2.9

**GDPR Fines Exposure (4%) (US$ Millions):**
- EHI: 892
- ABG: 352
- Hertz: 116
- SIXT: 116
MYTH#2: CAR PIIP IS AN 
OPS ISSUE

Likely >95% of your fleet is covered*

* Or can be covered quickly
ISSUE

WWW.PRIVACY4CARS.COM

Now available on the Google Play store (iOS version in development)
• Open Google Play on your android device
• Type “Privacy4Cars”
• Download the free beta version (this is a consumer version)
• We have APIs and a SDK so we can integrate into your apps or processes
• More makes, models, years, and trims updated daily

Would love your feedback!

WWW.PRIVACY4CARS.COM
MYTH#3: CAR PI1 IS A COST ISSUE

Typical RAC add-ons:
- Full tank
- Extra insurance
- Navigation
- Toll pass
- Kid car seats
- Chargers
- PRIVACY?

Notice $$

Industry analysts say the cost of various optional, but heavily promoted, services like navigation units and fuel refilling are adding as much as 20 percent to the overall rental cost.

“Renting cars is not a high-margin business,” said Neil Abrams, owner of a consulting company that focuses on the rental car industry. “Items such as G.P.S., satellite radio and E-ZPass have taken on a significant force in the rental industry, and companies are being more aggressive offering a fuel purchase option. You really have to think ahead or you could easily end up with a fuel charge of $75 for half a tank.”
TOMORROW

1. Talk to your CEO. Prioritize your stakeholders. Involve Legal, Ops, and PR/IR. Get ready, now.
2. Focus communications on the actions you’re taking. Take an action now that demonstrates your commitment to fixing the issue.

Additional material at www.privacy4cars.com
Request a copy of today’s presentation, get a demo of the Privacy4Cars app, or just advice: email Privacy4Cars@gm