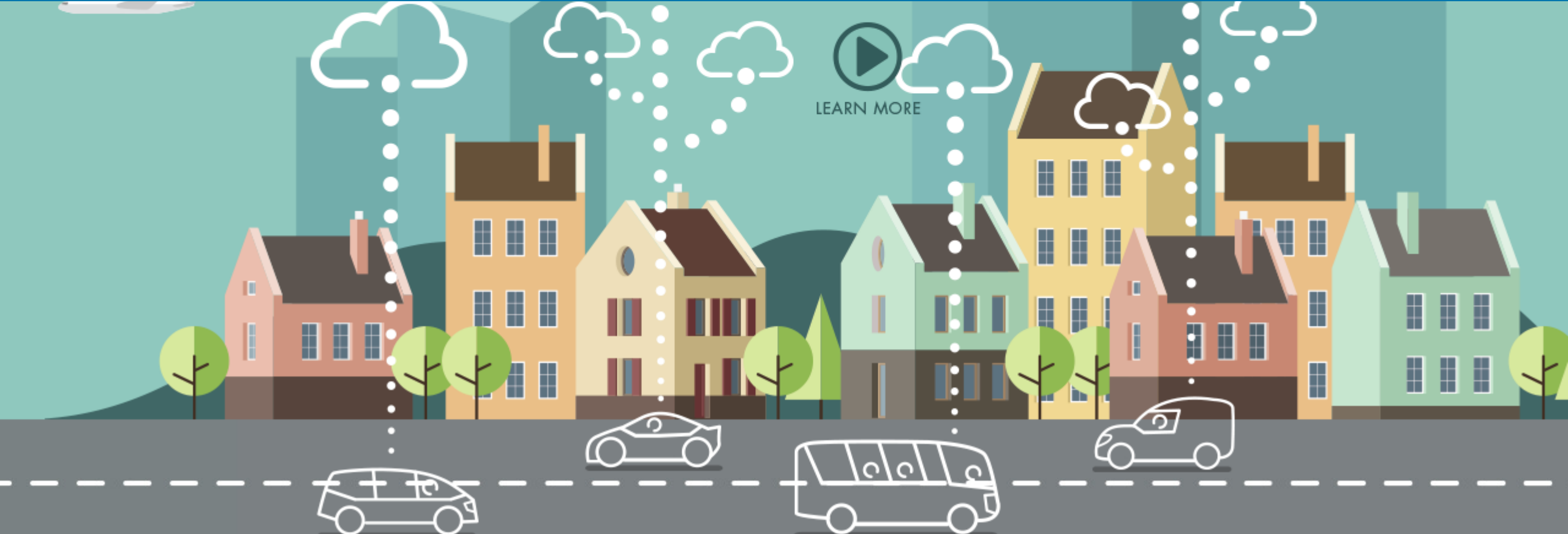




MY CAR MY DATA

3 March 2016 | Andrea Campbell



LEARN MORE

FIA REGION I

- **consumer body**
- 112 Mobility Clubs
- **38 million** members in Europe, the Middle East & Africa



Our goal:
safe, affordable, clean &
efficient mobility for all

Sustainable mobility & consumer protection



Connecting Vehicles

Ensuring smooth development of future car connectivity, while providing motorists with informed free choice



Safeguarding mobility

Supporting efficient and affordable mobility for all



Increasing road safety

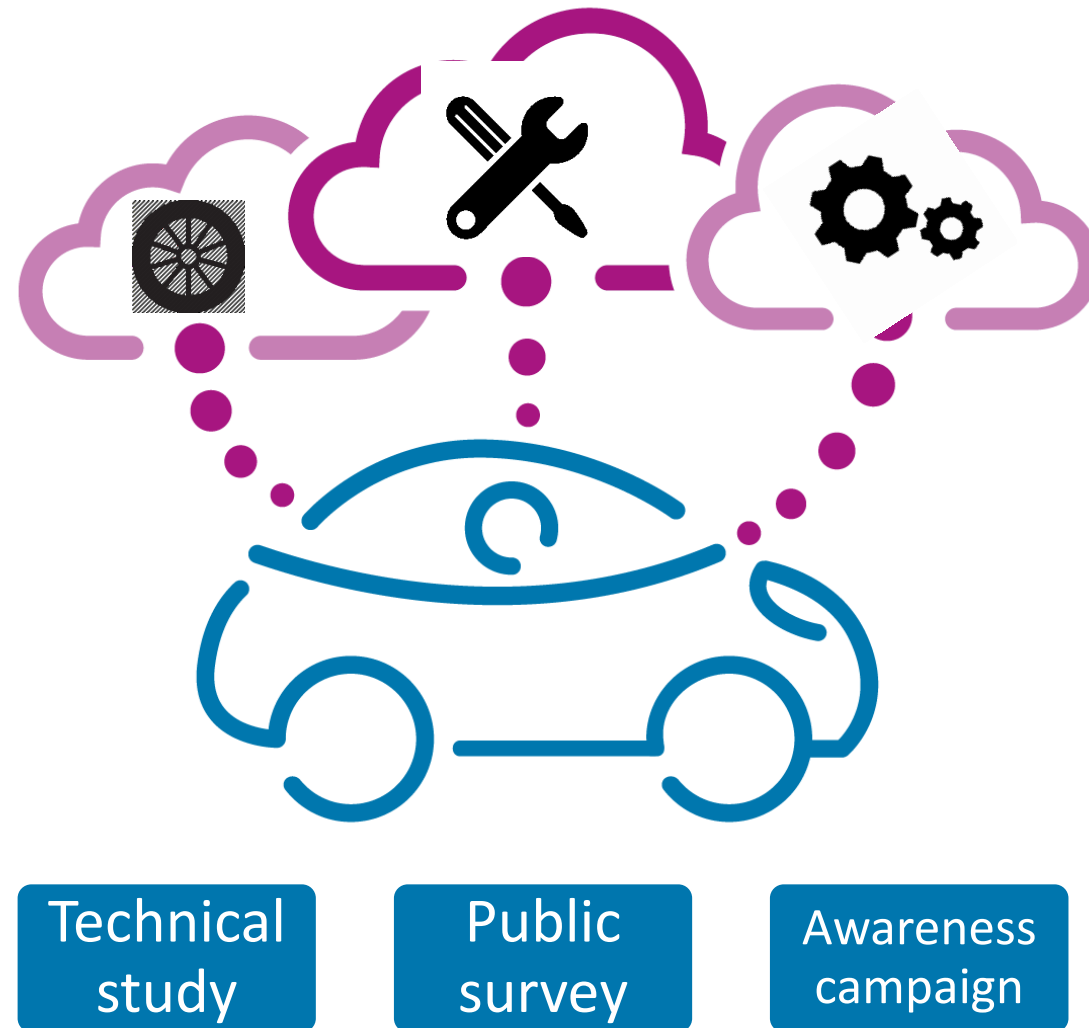
Promoting 5-star drivers in 5-star cars on 5-star roads



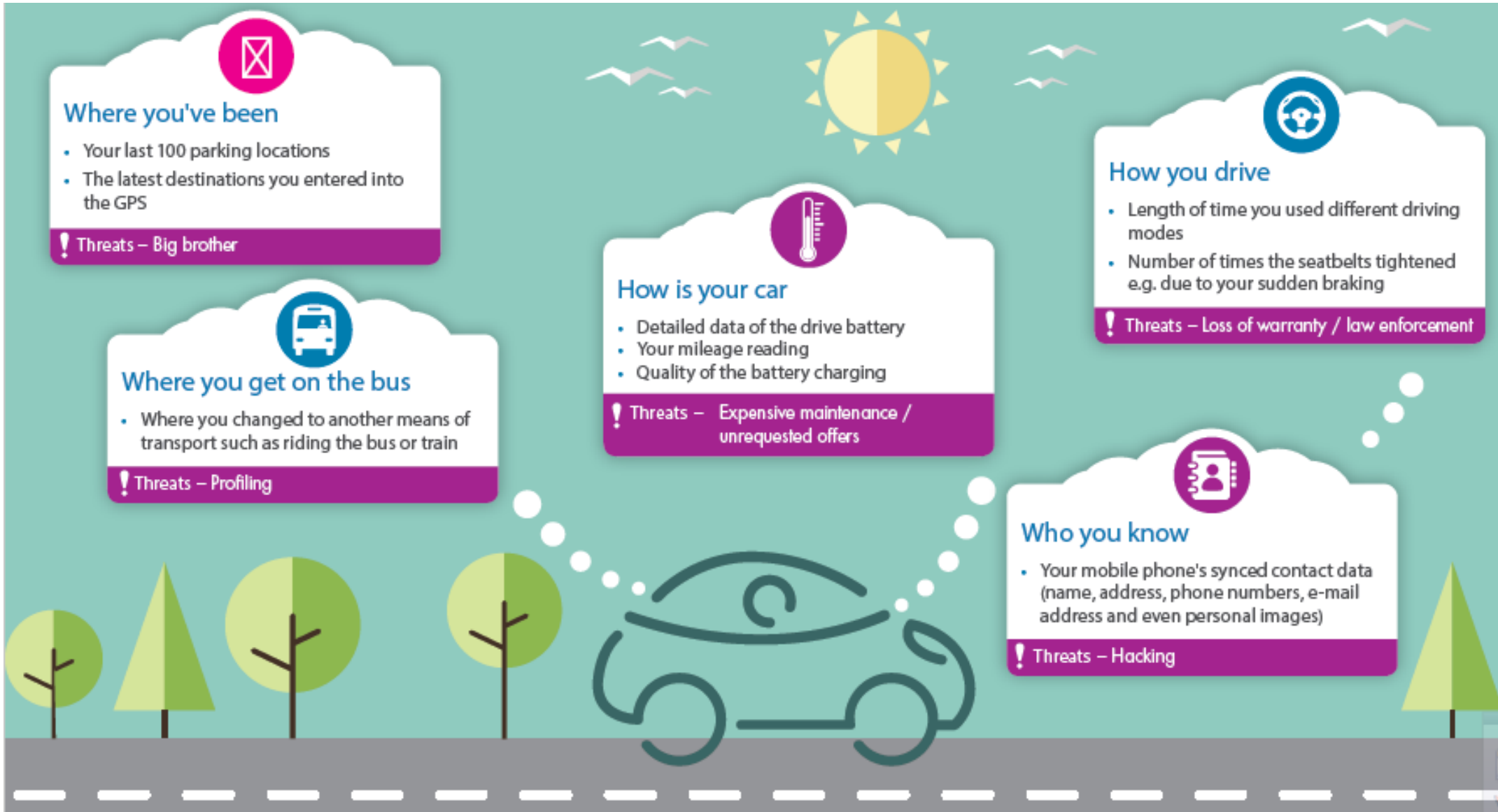
Protecting the environment

Offering intelligent mobility solutions that mitigate the impact of transportation on the environment

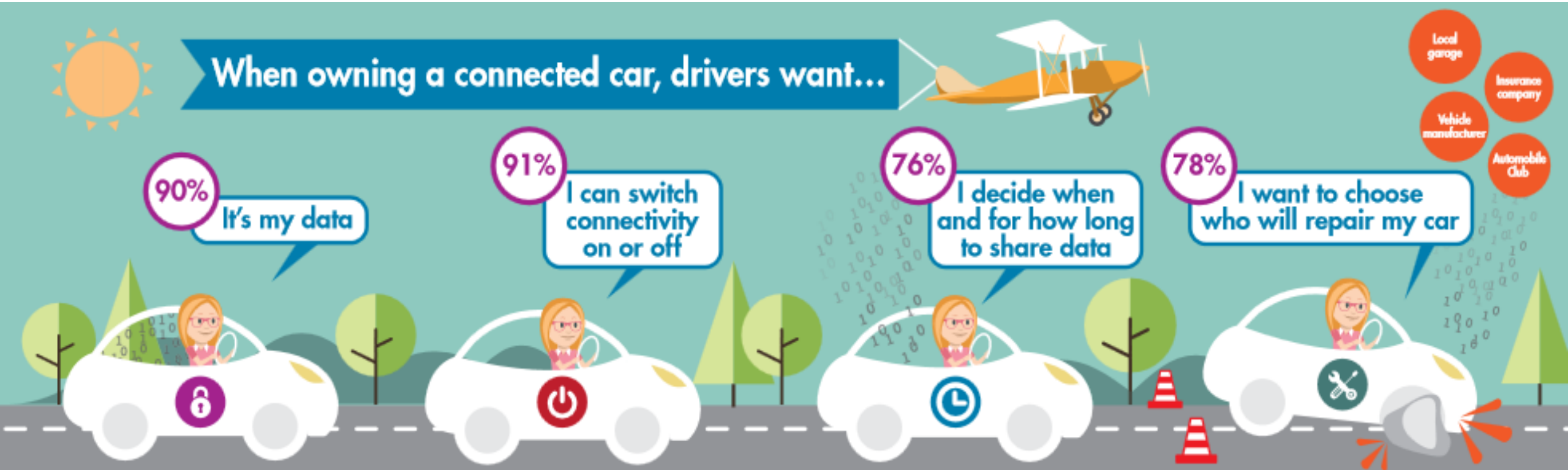
My Car My Data



The Technical Study

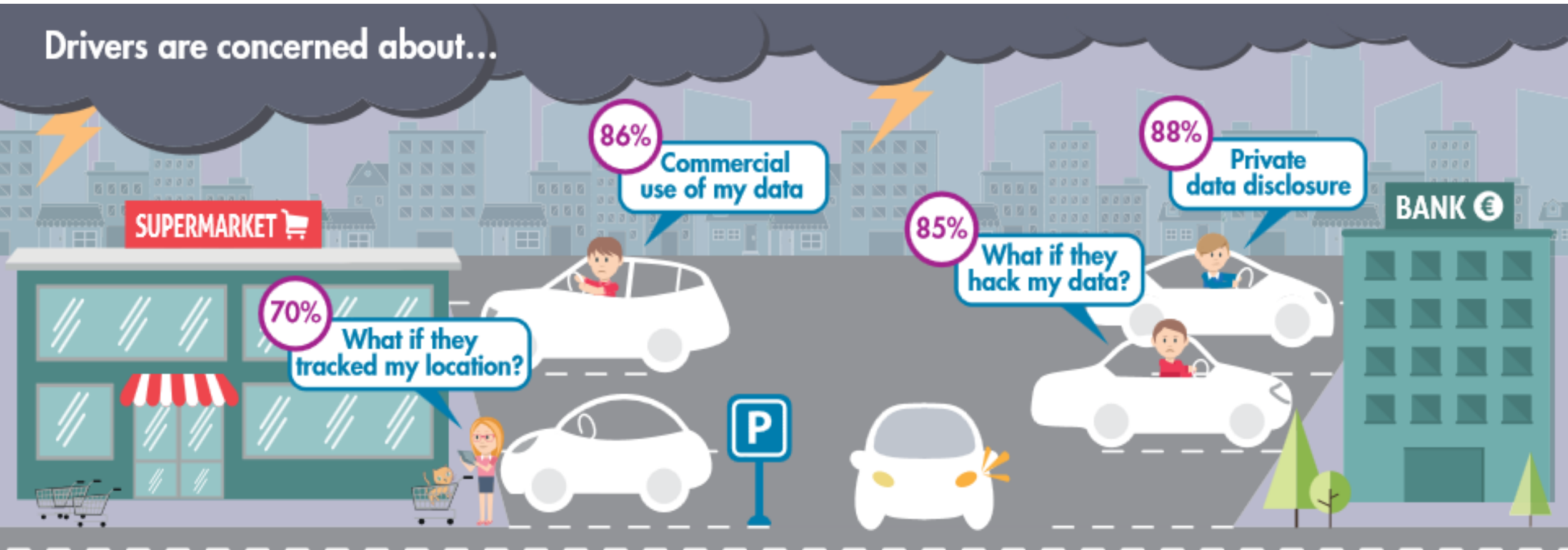


The Public Survey



The Public Survey

Drivers are concerned about...



The Public Survey



**want legislation to protect user data
when it comes to connected vehicles**

The Awareness Campaign



www.mycarmydata.eu

[#MyCarMyData](https://twitter.com/MyCarMyData)



Impact

#mycarmydata

Top Live Accounts Photos Videos More

Jacob Bangsgaard @FA_Regio_J · 11m
What are the top reasons to buy a #connectedcar? We found out -
#mycarmydata ow.ly/YvMvt

Motormännen @motormannenriks · 5h
Lagstiftningen gällande datainsamling via bilar är på efterkälken och bil
inageträt riskeras.
#MyCarMyData
gp.se/myheter/debatt...

Nicola Villani @NicVillani · Feb 17
Si continua a investire sull'auto connessa...
@telecomitaliaTw @FIA_Regio
@HDmotori #MyCarMyData
hdmotori.it/anche-telecom-...

ACI and 3 others follow
Vincenzo Pensa @VpensaV · Feb 17
Per un uso consapevole dei propri dati #MyCarMyData you: be/DhY2IOYsak
via @YouTube

#MyCarMyData
Tu, e solo tu, puoi decidere se condividere i tuoi dati
con chi!
youtube.com

AMZS and 18 others follow
Victor Brangeon @VBrangeon · Feb 18
Now Italy launches #MyCarMyData campaign! Grazie @ACI_Italia

ACI @ACI_Italia
#MyCarMyData: partecipa alla campagna di sensibilizzazione ACI-FIA
dati trasmessi dall'auto con una risposta a sondaggi.aci.it/index.php?pk

Francoeso Mazzone follows
Laboratori ACI @LaboratoriACI · Feb 18
#MyCarMyData fb.me/7lXyhq2p4

#MyCarMyData
Tu, e solo tu, puoi decidere se condividere i tuoi dati
con chi!
youtube.com

Federica Mogherini follows
Webnews.it @webnewsit · Feb 18
Difendere i dati delle auto connesso per difendere privacy e mercato:
#mycarmydata, iniziativa @ACI_Italia e @fia bit.ly/1QjuNP8

Your car spying on you: Warnings over how much personal information it may hold

Consumer groups expose manufacturers for collecting data from connected cars

'Autofabrikant volgt automobilist overal'

FDM: Bilerne overvåger danskere - stop det

- 120 media articles
- Growing MEP interest
- #MyCarMyData online debate
- More to come



Consumer principles

DATA PROTECTION

Legislation should ensure that drivers retain ownership of the data and give informed consent on how it is used.



FREE CHOICE

Drivers should have the right to choose their preferred service provider.

FAIR COMPETITION

Service providers should have the right to develop safe products and functionalities.





95%

want legislation to protect user data when it comes to connected vehicles

78%

want to choose who will repair my car

90%

say "It's my data"

91%

want to be able to switch connectivity on or off