A Framework Approach to Standardizing Consent Management in Software-Defined Vehicles

COVESA, All Member Meeting
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"Plaintiff would not have even bought the Cadillac vehicle to begin with had he known of this grave invasion of privacy," the lawsuit notes.

Automakers Are Sharing Consumers' Driving Behavior With Insurance Companies

Kenn Dahl says he has always been a careful driver. The owner of a

moz://a
Who we are What we do What we fund What you can do Blog

- 'Privacy Nightmare on Wheels': Every Car Brand Reviewed By Mozilla — Including Ford, Volkswagen and Toyota — Flunks Privacy

US proposes draft data privacy legislation

News
Apr 08, 2024 • 4 mins

Data Privacy Regulation

The draft legislation represents a concerted effort to establish a unified national standard for data privacy, addressing the fragmented regulatory framework created b a patchwork of state laws.

REUTERS

Tesla workers shared sensitive images recorded by customer cars

Trust is like the air we breathe. When it's present, nobody really notices; when it's absent, everybody notices.

WARREN BUFFETT

TRUST IS A SYSTEMIC ISSUE, WHICH CALLS FOR A SYSTEMIC APPROACH

360 of me

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Please,

Don’t Read,

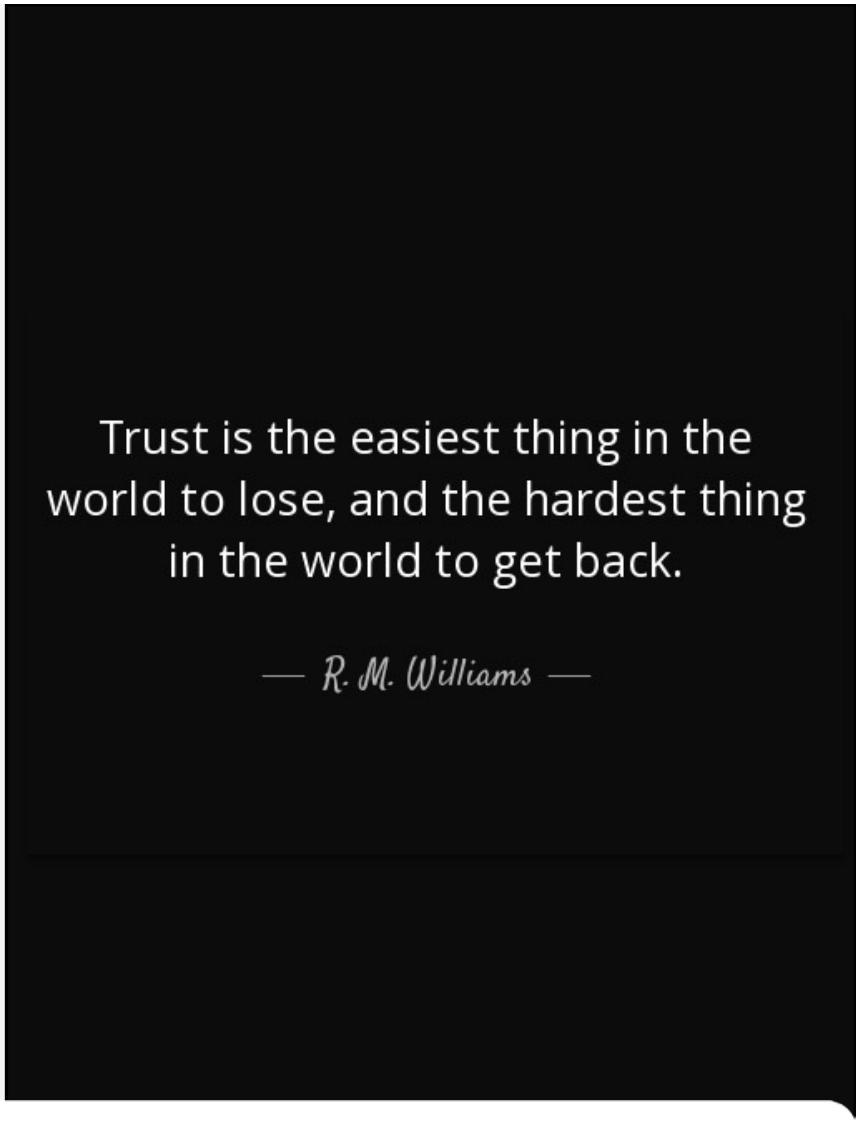
Don’t even try to **Understand**,

Just **Mindlessly Consent**,

And **Forget** about it,

Trust us…

☑ *By reading this slide, you signify that you have read and accept this Terms and Conditions and Privacy Policy.*



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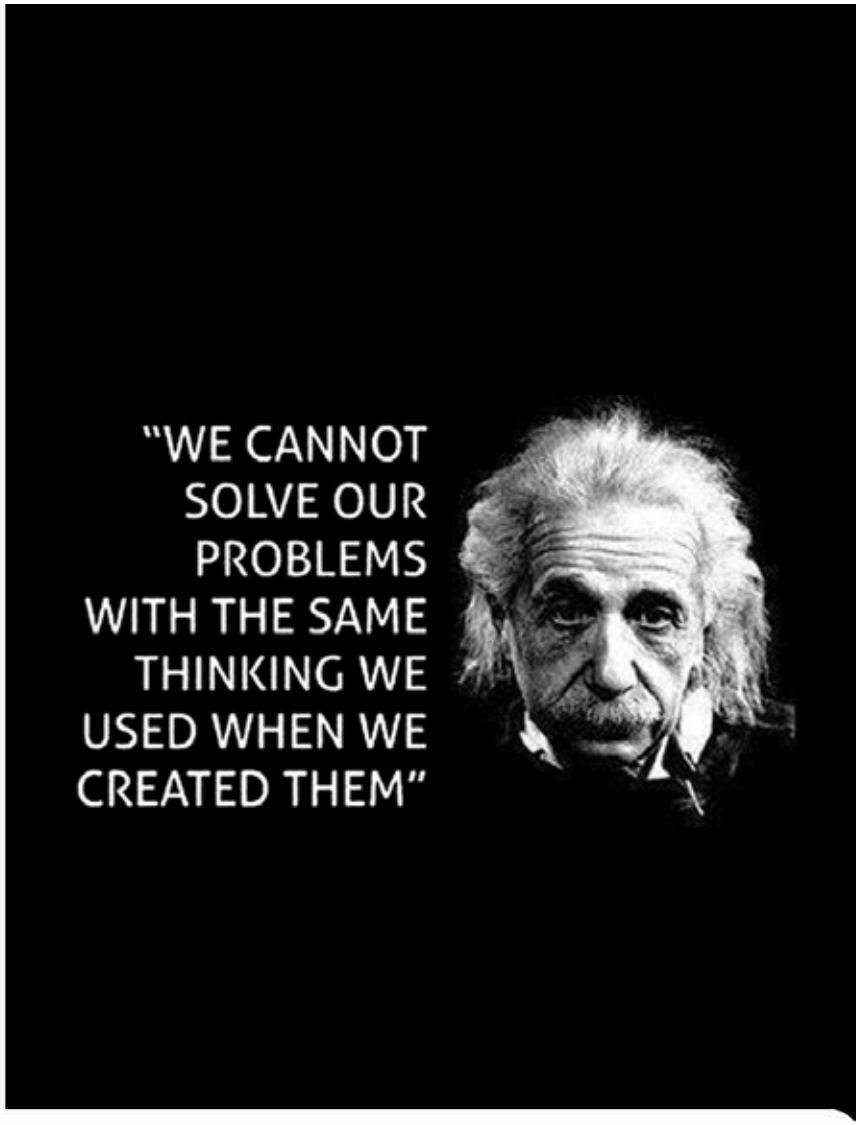
- **Trust and Privacy** are now recognized as **Systemic challenges.**
- **Global Legislation** enacted to **bridge the "Trust Gap"** between **OEMs** and their **customers.**
- US **Federal Privacy Law** on the horizon.
- **Personal Data Residency** is emerging as a **geopolitical concern.**
- For OEMs, **Privacy** represents **Cost, Liability**, and **Business Risk** for connected car revenues.



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- **Connected car services require more (personal) data than the car can provide**
  - *Where is the car going? For what purpose?*
  - *Who is in the car?*
  - *How can we use biometric data to deliver better experiences (ie. keyless)*
  - *How can we access medical data to provide safer post-crash care experiences?*
- Collecting **personal data from multiple people**: car owner, drivers and passengers
- **Legal paradox:** Individuals buy and own cars, but the OEMs still "own" and "monetize" the data generated by the cars

DATA CHALLENGES: IT'S MORE THAN NUTS AND BOLTS

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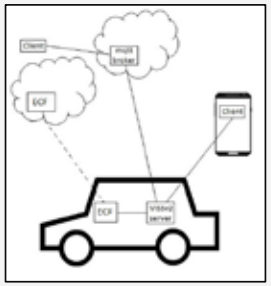
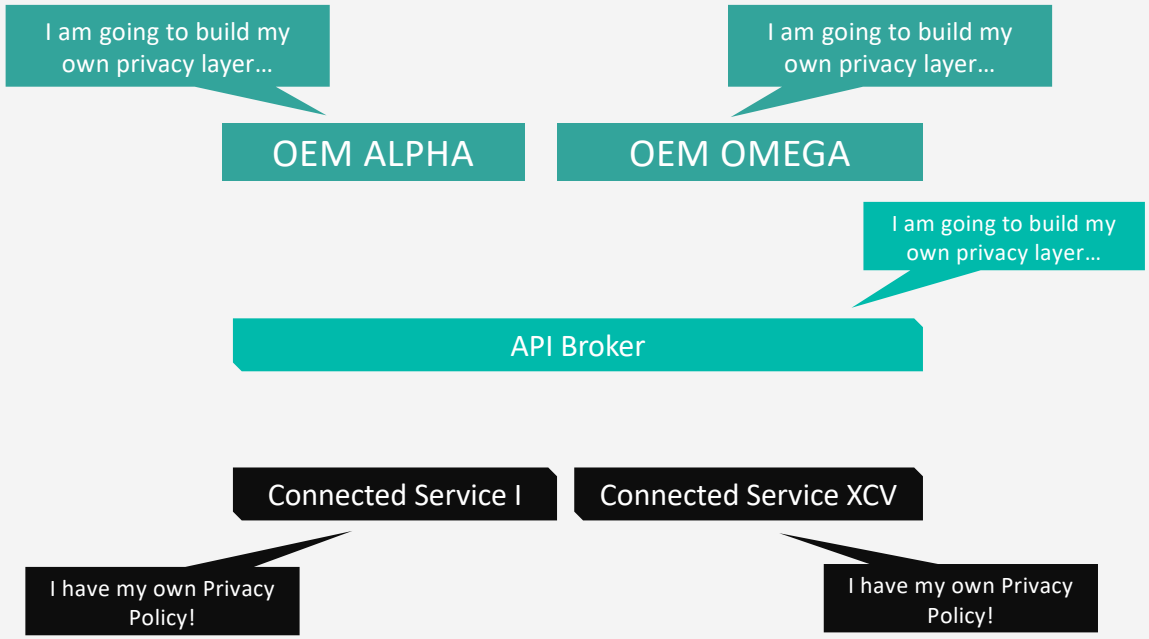
"Handling of consent involves vehicle and cloud architectural subsystems that is out of scope in VISSv2. However, a VISSv2 vehicle server has a capability to enforce consent results, i. e. to allow or block access to requested data. This can be leveraged in a model where the server receives consent results from an ECF and uses that information to either grant client requests, or not, for data that is consent protected. How the ECF obtains the consent status is out-of-scope in this specification. "

"ECF (External Consent Framework). An agent that is responsible for inquiring a data owner about consent."



VISS v2



The customer has not selected any of these parties to manage their personal data and privacy; consequently, trust is spread thin to the point of extinction.

NEED TO SHIFT FROM BUSINESS-CENTRIC TO CUSTOMER-CENTRIC TRUST

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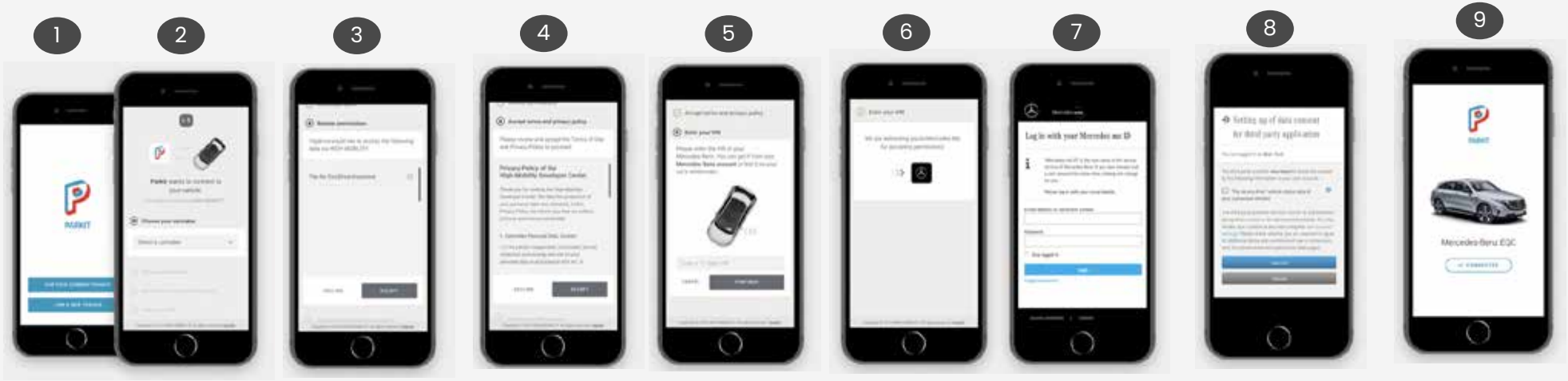

Extract from a high-mobility COVESA presentation, the consent flow to link a parking app to a Mercedes-Benz Id

NEED TO SHIFT FROM BUSINESS-CENTRIC TO CUSTOMER-CENTRIC TRUST

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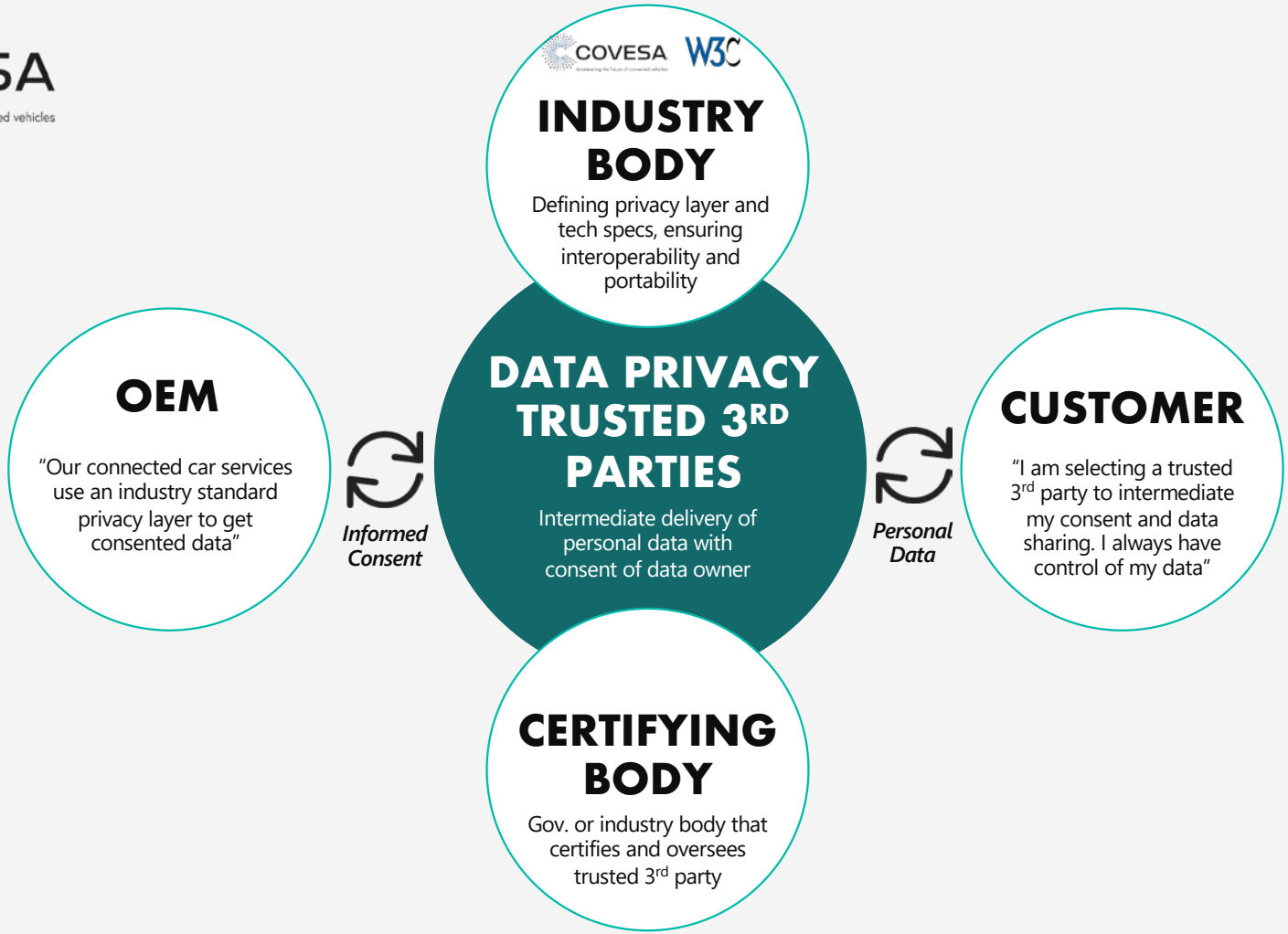

A SYSTEMIC OPEN APPROACH TO BRIDGING THE TRUST GAP

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My <Trusted 3rd Party> Verified Identity

✓ All my consents ✓ All my data ✓ Vetted

Unconsented Raw Data

- Non consented
- Non compliant
- Unverified, uncertain accuracy
- Incomplete

"Data Privacy Integration Workflow"

Consented Enriched Data

- ✓ Informed consent backed
- ✓ Privacy compliant on mutual terms
- ✓ Always Accurate
- ✓ Enriched
- ✓ Real-time
- ✓ Cloud based service

BASIC PRINCIPLES: DATA CLEARINGHOUSE

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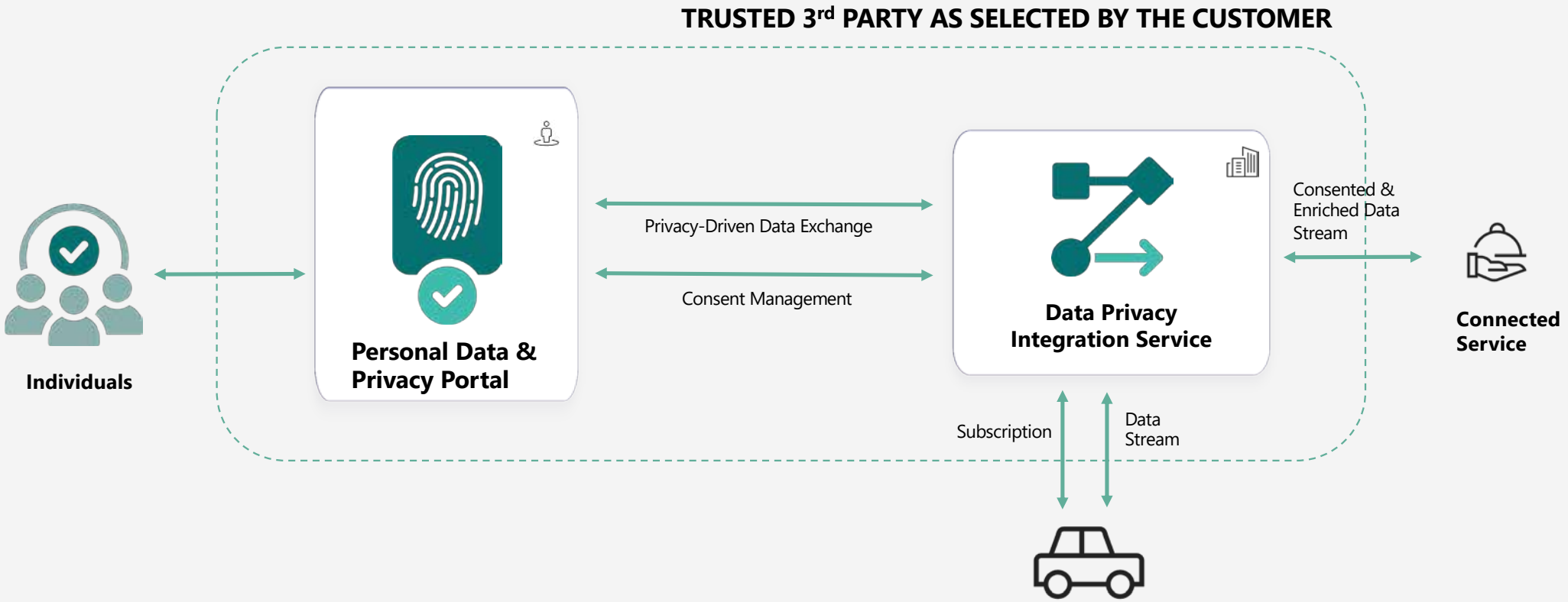

A CUSTOMER-CENTRIC APPROACH

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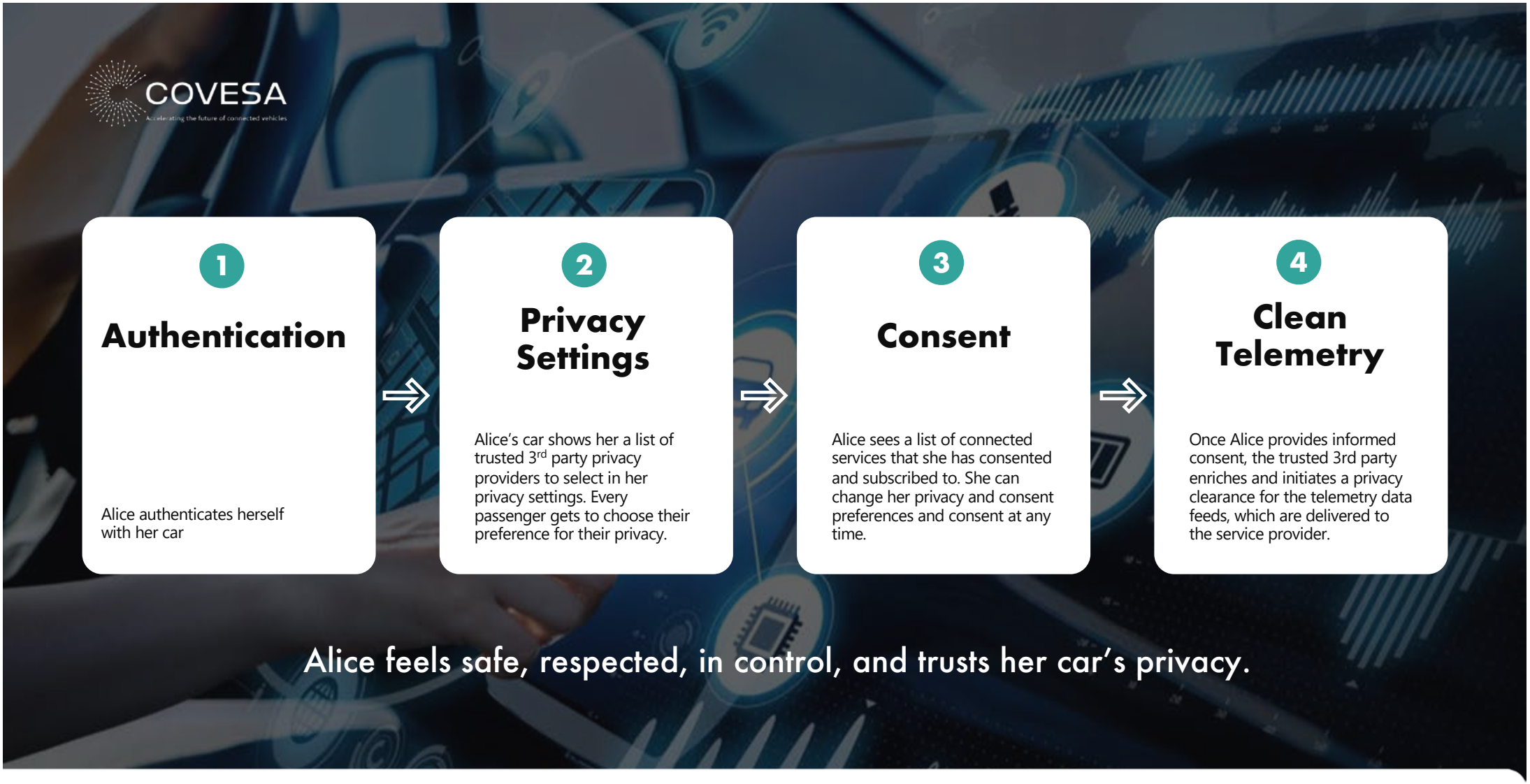

USER JOURNEY: ALICE ENTERS HER CAR AND USES TRUSTED THIRD PARTY

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W3C

https://github.com/w3c-cg/autoprivacy

https://wiki.covesa.global/display/WIK4/Privacy+and+Identity

Our goal is bigger than us, we aim to enable a new set of actors to appear

To ensure the integrity of personal data management, it's essential to have a framework of independent oversight, akin to the principles in Common Criteria or EMVco, which provides a structured approach to evaluating the security and trustworthiness of the 3rd parties.

- ✓ **Identity Assurance**
- ✓ **Private Data Data Model**
- ✓ **SSO for streamlined sign-up and authentication**
- ✓ **Standardize Consent**
- ✓ **Privacy Levels for Fine Grained Pseudonymisation**
- ✓ **Data Privacy Integration**

THE SOLUTION IS POSSIBLE: 360OFME LEADING BY EXAMPLE

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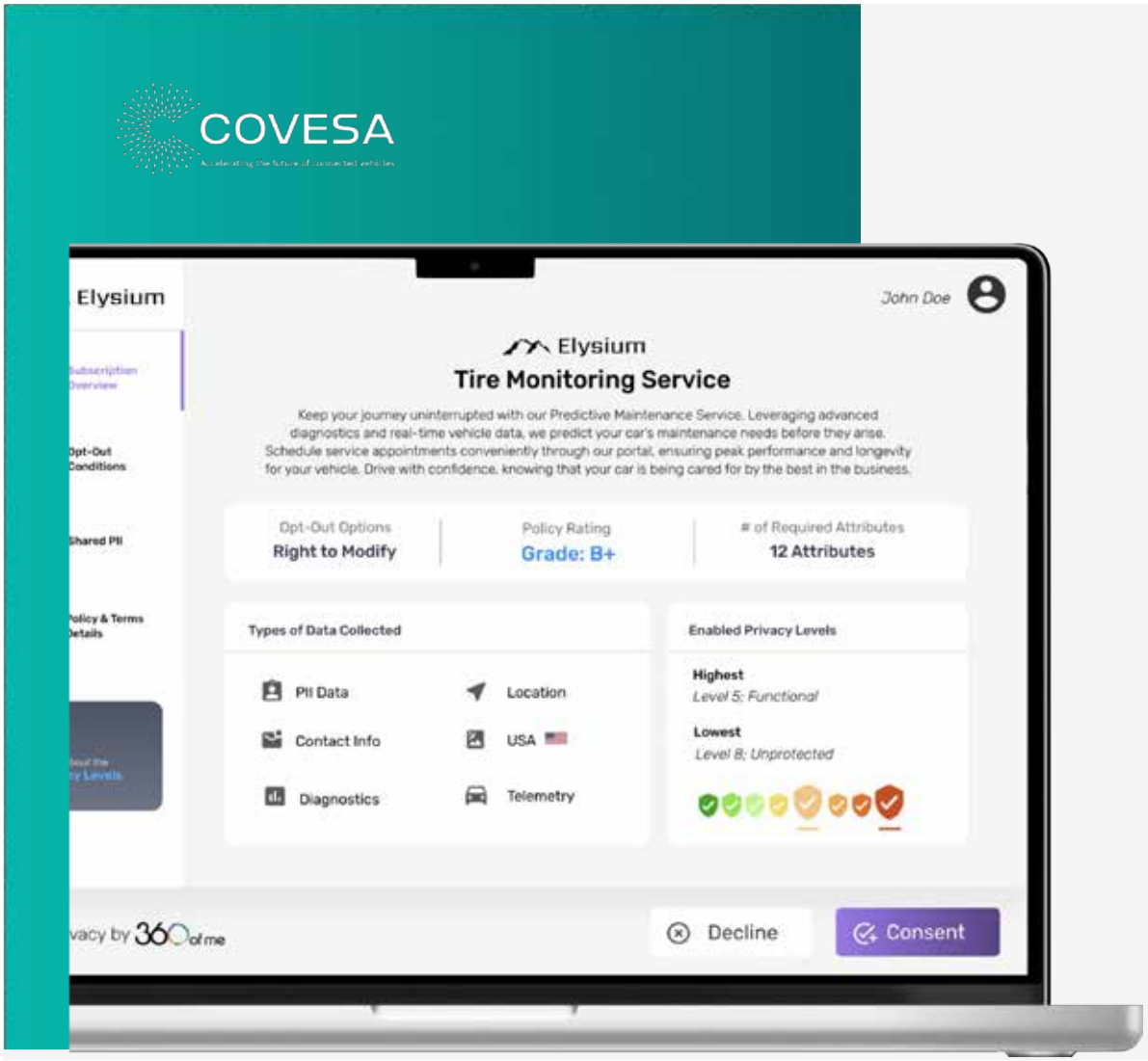


360OFME'S CONSENT **POP-UP**

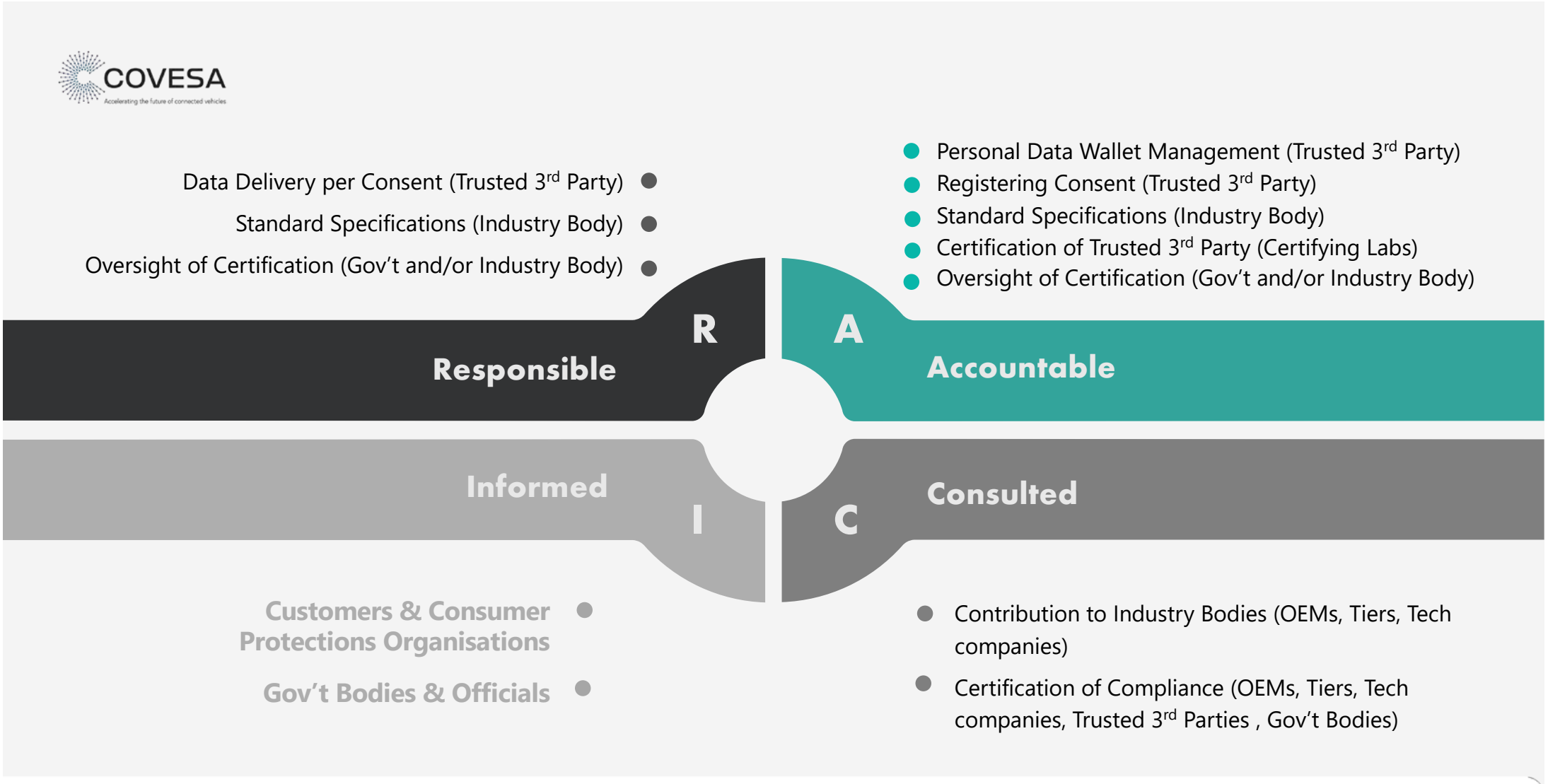
Privacy Levels

Fine-grained pseudonymisation

Policy Grading

Privacy policy analysis and grading

BASIC PRINCIPLES: THE CONSENT POP-UP



ROLES & RESPONSIBILITIES: AN ECOSYSTEM TEAMWORK

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Defining Privacy Levels

Defining consent & privacy data model

Standard API for privacy enforcement on data operation by Trusted 3rd Party (VISS)

Join us in the W3C Automotive Privacy Principles group

Defining roles & mission of Trusted 3rd Party

Defining Privacy Policy grading principles & grades

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W3C

CALL TO ACTION

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Let’s connect and team-up to bridge the Trust Gap!

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