



Consent Management

December 13, 2023

Goals of Today's Discussion

Short Term: Educate and engage COVESA members identifying meaningful areas of focus and ultimately work product.

Longer Term: Collaboration on meaningful work product (recommendations, specifications, tools, proofs of concept....)

Consent Management Agenda:

-  4 Cs of Data Privacy
-  Privacy Landscape
-  Consent Management
-  Privacy Platform Potential
-  Q&A + Next steps

Consumers have no way of taking control of where and when their data is used, or properly protecting it



Trust
Gap

Enterprises are experiencing increasing regulatory pressure and risk in using consumers data

This is particularly important in the connect car space where services require explicit consent to capture revenue.

Consent

Deeper engagement based on customer choice

Control

Revenue opportunities through consent-driven connected services

4 Cs of Data

Privacy

Collaboration

Break down silos of data, allowing data sharing and insights

Context

Multi-dimensional insights with enriched data

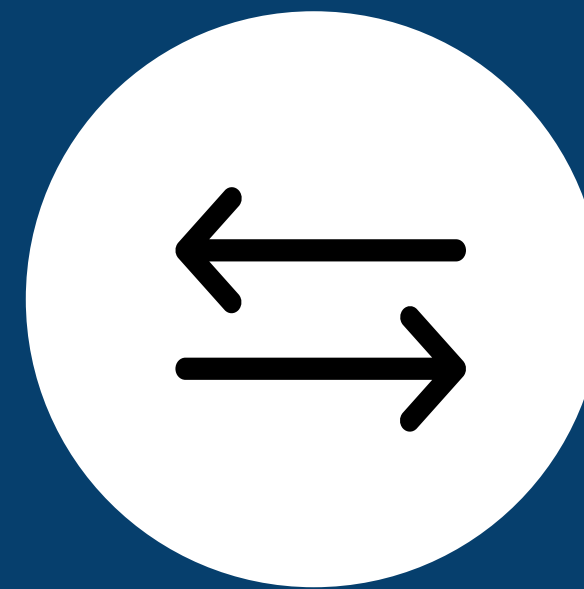
US Data Privacy is Complicated



80%+ consumers do not trust the use of their data



Walled gardens of consumers data everywhere



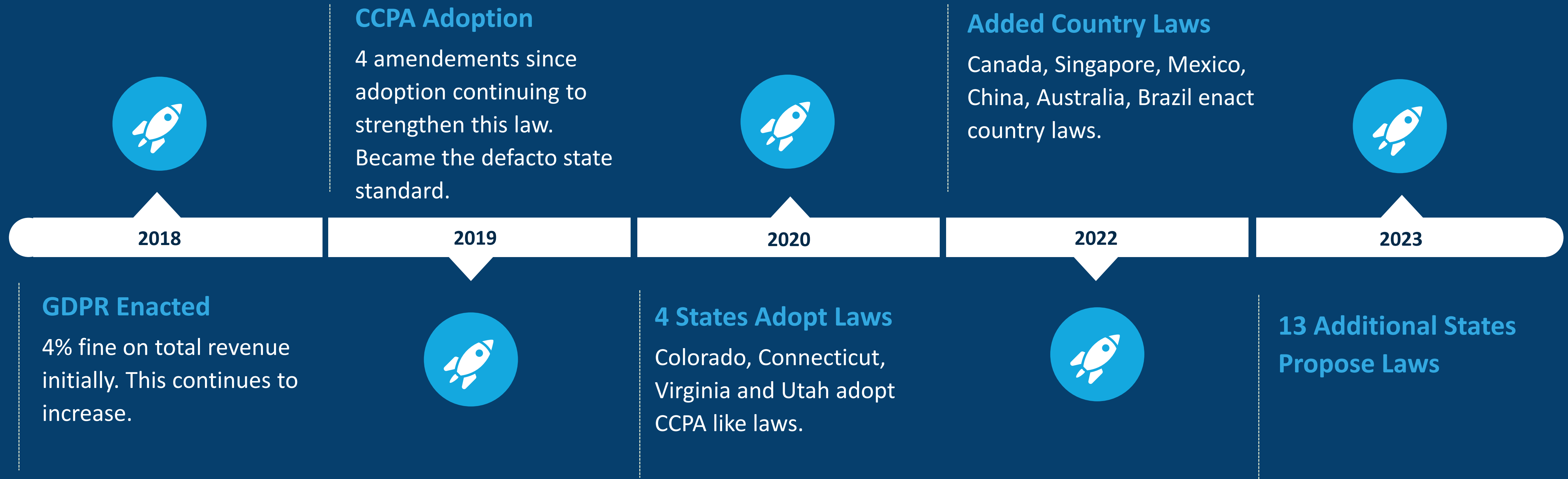
Consent and preferences differ by state



Geolocation Based

Until there is a national law, privacy could have 52 variations in the US.

Privacy Law Timeline



The train has left the station globally!

Privacy Conditions Requiring Consent

- To be informed about the collection, usage, and sharing of their personal data by businesses.
- To request the deletion of their personal data (with certain exceptions).
- To opt out of the collection, sale or sharing of their personal data.
- To be protected from discrimination for exercising their CCPA rights.

Consent is the basis for “Opt-out”

Opt-out definitions

Sale (S)

- The majority of US state privacy laws define the sale of data as data exchanged with third parties for a monetary or valuable consideration (Virginia and Utah define it as for monetary purposes only)
- This is very broad and is generally applicable to third-party analytics or third-party transfers such as partner services (marketing, rewards, etc.)

Share (Sh)

- Data exchanged with a third party for the purpose of cross context behavioral advertising
- Considered sharing regardless of whether it was for monetary or other valuable consideration
- This is widely applicable to the programmatic ads ecosystem

Targeted advertising (TA)

- Data used to provide targeted advertising based on cross-contextual or behavioral data
- This is applicable to transfers associated with the programmatic ecosystem as well as data correlated across non-affiliated digital properties

Profiling (P)

- Leveraging data to generate profiles to predict or otherwise evaluate or analyze user behavior
- This type of processing is generally done by MarTech tools such as Customer Data Platforms (CDPs) or Data Management Platforms (DMPs)
- This type of processing can be done by organizations directly as well as third-party providers

Universal opt-out signals (U)

- Extensions through which users can set their opt-out preferences across websites and browsers
- Allows them to avoid selecting their cookie preferences for each website they visit
- The most prominent universal opt-out signal today is the GPC

Global Privacy Control - The GPC is a universal opt-out signal that users can either set at a browser level (depending on the browser) or through a browser extension (such as Privacy Badger on Google Chrome). This allows a user to define their preferences across the internet when initially landing on a website.

As such, organizations under the jurisdiction of laws that require universal opt-out signals will need to be able to read the GPC as users visit their digital properties and honor the opt out of the selling and the sharing of personal information.

State - Law	Opt-out Rights
California - CPRA	S, Sh, U
Colorado - CPA	S, TA, P, U
Virginia - CDPA	S, TA, P
Utah - UCPA	S, TA
Connecticut - CTDPA	S, TA, P, U

Consent Design Requirements

Easy to Understand

Non-confusing Language

Symmetry in Choice

Avoid Choice Architecture

Easy to Execute

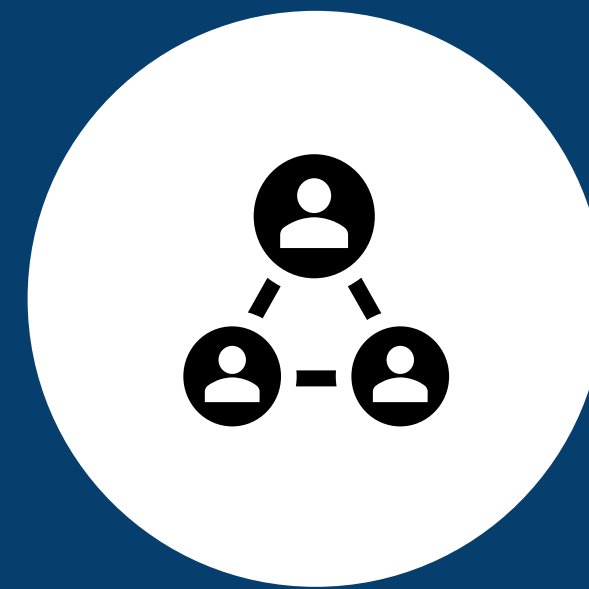
The Consent “Journey”



Data Discovery



Data Consent



Data Augmentation



Data Insights

Ideally, this should be a value chain for the consumer.

Consent Management Options



Enterprise Cloud/Client Software

- Managed by the company
- Data stored/owned by the company
- Risk mitigation required by the company
- Consent requests handled by the company

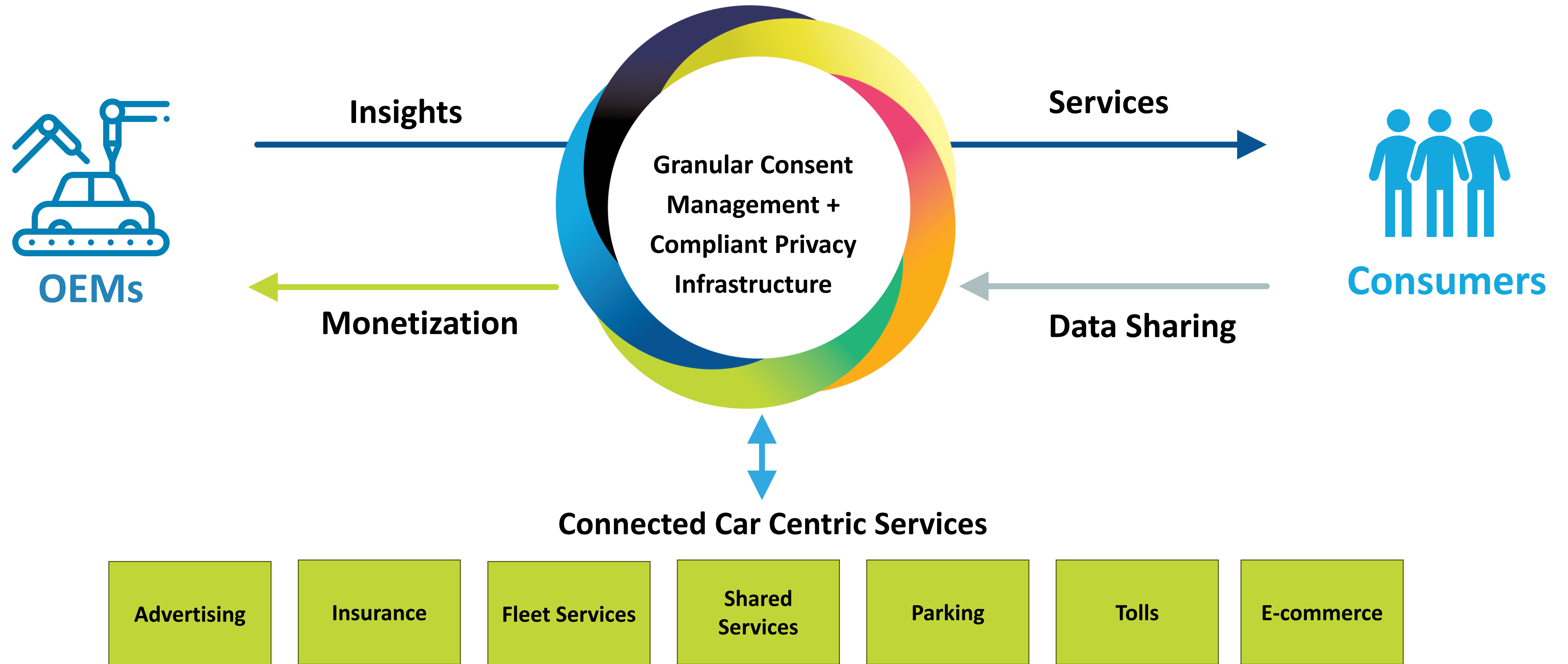


Consent as a Service

- Managed by a *trusted* third party
- Data stored/owned by the consumer
- Risk mitigation not required
- Consent requests handled by the *trusted* third party

Regardless of your approach to Consent Management, there are many solutions to help on your journey.

A Privacy Platform Can Facilitate Connected Car Services



With a trusted 3rd party privacy partner, an OEM can create revenue opportunities via value-added services.



Q&A with Cindy Warner, CEO 360ofme



Consent Mgt Next Steps

What ideas do you have for Consent Mgt focus throughout 2024?

Timing	Key Discussion Point	Audience
Q1	i.e. GDPR & CCPA laws+	OEs, Tiers
Q2	i.e. The Merger of Mobility & Healthcare	Mobility & Health related organizations
Q3	<div style="border: 1px solid black; padding: 5px; text-align: center;"> What needs does your organization have that we can address together? </div>	
Q4		

Thank you



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