



September 5, 2023

The Honorable Kevin McCarthy
Speaker of the House
U.S. House of Representatives
H-232, The Capitol
Washington, D.C. 20515

The Honorable Hakeem Jeffries
Democratic Leader
U.S. House of Representatives
H-204, The Capitol
Washington, D.C. 20515

The Honorable Charles Schumer
Majority Leader
United States Senate
S-221, The Capitol
Washington, D.C. 20510

The Honorable Mitch McConnell
Republican Leader
United States Senate
S-230, The Capitol
Washington, D.C. 20510

Dear Speaker McCarthy, Minority Leader Jeffries, Majority Leader Schumer, and Minority Leader McConnell:

The Alliance for Automotive Innovation (Auto Innovators) urges Congress to rapidly accelerate its efforts to enact a comprehensive federal consumer privacy law. Auto companies in the U.S. recognize their role as trusted stewards of vehicle data and share the goal of protecting the privacy of consumers. Auto Innovators recognizes that the best way to protect consumers is through a single, national privacy law that provides consistent protections to consumers across the United States.

Auto Innovators represents the manufacturers that produce most of the cars and light trucks sold in the U.S., original equipment suppliers, battery makers, technology companies, and other value-chain partners within the automotive ecosystem. Representing approximately 5 percent of the country's GDP, responsible for supporting 10 million jobs, and driving \$1 trillion in annual economic activity, the automotive industry is the nation's largest manufacturing sector.

Our member companies are committed to protecting consumer privacy and have long been responsible stewards of their customers' information. In fact, in 2014, the auto industry came together to develop the *Privacy Principles for Vehicle Technologies and Services* ("Principles"). These groundbreaking Principles, which are enforceable by the Federal Trade Commission, represent a proactive and unified commitment by automakers to protect identifiable information collected through in-vehicle technologies. To date, 20 automakers have committed to meeting or exceeding the consumer privacy protections contained in the Principles. **The Principles continue to distinguish the auto industry from other industries as one dedicated to safeguarding consumer privacy.**

In fact, Congress should strongly consider leveraging the baseline privacy protections contained in the Principles in a comprehensive, cross-sectoral federal privacy law. The Principles contain

significant obligations for automakers related to transparency, choice, respect for context, data minimization, data security, integrity, and accountability. These include:

- providing consumers with ready access to clear, meaningful notices about the collection, use, and sharing of identifiable information;
- obtaining affirmative consent before using sensitive information¹ for marketing purposes;
- obtaining affirmative consent before sharing sensitive information with unaffiliated third parties;
- using and sharing identifiable information only in ways that are consistent with the context in which the information was collected;
- collecting and retaining identifiable information only as needed for legitimate business purposes; and
- implementing reasonable measures to protect identifiable information against loss and unauthorized access or use.

Since the auto industry's Principles were released nearly a decade ago, a number of states have enacted state-level privacy regulations which create diverse and – in some cases – inconsistent requirements. This emerging patchwork of state laws is particularly challenging for automakers that have customers in every state and produce a product that regularly crosses state lines. A patchwork of state privacy laws creates confusion among consumers about their privacy rights and makes compliance unnecessarily difficult. It also creates situations where state privacy law may conflict with federal requirements or policy objectives. A federal privacy law will provide uniformity and consistent protections to consumers across the U.S., while also simplifying compliance for companies that operate in multiple states.

Consumer privacy remains critically important to the auto industry. Auto Innovators stands ready to work with Congress to enact a single, federal privacy law that will advance our shared privacy-related objectives.

Sincerely,



John Bozzella
President & CEO
Alliance for Automotive Innovation

Cc: Members of Congress

¹ The Principles identify geolocation, biometric, and driver behavior information as sensitive vehicle data.