



POLICY PAPER – SHARING OF CAR DATA: ENSURING VEHICLE SAFETY AND FULL DATA CONTROL FOR CUSTOMERS.

The generation and utilisation of data in modern cars contribute significantly to making driving safer, more efficient and more enjoyable, while enabling new services and innovations. For example, today, data is generated to support advanced driver-assistance systems such as lane-keeping assistance, adaptive cruise control, and automatic emergency braking, which improve overall road safety.

This development is generating increasing interest from third parties to access and use in-vehicle data. The BMW Group recognises the potential benefits of broader data access but remains very cautious about the implications for security and privacy. The primary objective should be to create an ecosystem that ensures vehicle safety and security above all other concerns and preserves customer choice over what data is shared, with whom, and for what purpose.

THE BMW GROUP OFFERS ITS CUSTOMERS COMPLETE DATA SOVEREIGNTY.

A crucial concern for the BMW Group is the safety and (cyber-)security of vehicle data. Services that use in-vehicle data and resources must not jeopardise the safe and functional use of vehicles. Access to vehicle data and resources must not affect the liability of vehicle manufacturers regarding the use of the vehicle.

Unauthorised access to vehicle data can pose serious risks, including potential hacking of vehicle systems, which can compromise the safety of the vehicle and its occupants. By managing vehicle data access, the BMW Group can better protect against cyber threats and ensure the integrity and safety of its vehicles. This is particularly relevant as vehicles become increasingly connected and autonomous, with data playing a crucial role in their operation.

TRANSPARENCY AND CONTROL FOR CUSTOMERS.

The BMW Group is committed to protecting the personal data of its customers, which can include sensitive information such as location, driving habits, and personal preferences. Controlling access to vehicle data allows the company to more effectively safeguard consumer privacy.

Customers have full control and transparency over their vehicle data. They can view the privacy policy, adjust data sharing settings and individually activate or deactivate over 30 vehicle services. This supports compliance with data protection regulations, such as the General Data Protection Regulation (GDPR) in Europe and ensures that consumer consent is obtained before any data is shared with third parties and even with the BMW Group.

SECURE BACKEND SOLUTION.

The primary purpose of a vehicle is to safely transport people and goods. It is not a software platform whose primary purpose is to generate, share and receive data, and it should not be compared to personal computers or smartphones.

For that reason, the BMW Group makes vehicle-generated data available for third-party services via a secure backend solution outside the vehicle where vehicle data is securely stored and accessed. This solution ensures the vehicle's safety, security and integrity, and at the same time preserves the customer's choice over what data is shared.

Subject to the driver's consent, all service providers have equal, fair, reasonable and non-discriminatory access to the platform to provide services to the driver.

The BMW Group's own secure CarData platform has been available since 2017 and allows drivers to manage and share their vehicle data securely and transparently. The BMW Group ensures that the collected data is secure and protected. Drivers have full control over which data they want to share with third parties and can manage or revoke these permissions at any time.

Conclusion

The BMW Group commits to ensuring the safety and security of vehicle data. To this end, a secure backend solution has been established that gives customers full control over their data. The result: A balanced ecosystem that supports innovation while protecting consumer interests. In light of advancing connectivity and data usage in vehicles, the BMW Group will continue to give these principles the highest priority.

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Contact: governmentaffairs@bmwgroup.com