

IOT PRIVACY FOR AUTOMOBILES: CONSUMER PROTECTION, TRANSPARENCY & THE MONRONEY STICKER

Enabling Recommendation ER3.3.6

IoT Advisory Board Meeting



Source: Image generated using DALL·E, OpenAI



IoTAB Board Member Presenters -
Privacy Subteam:

- Debbie Reynolds - Data Privacy & Emerging Technologies Expert, Debbie Reynolds Consulting LLC
- Maria Rerecich - Senior Director, Product Testing, Consumer Reports

May 15, 2024

Debbie Reynolds

Founder, CEO, and Chief Data Privacy Officer, Debbie Reynolds Consulting, LLC



- A leading voice in Data Privacy and Emerging Technology Hosts award-winning # 1 "The Data Diva" Talks Privacy Podcast
- Featured by media outlets like PBS, New York Times, Wired, Business Insider, Protocol, USA Today, New Statesman, Dark Reading, Morning Brew, Lifewire, CMSWire, Bloomberg, Digiday
- Recognized as one of the Global Top Eight Privacy Experts by Identity Review
- Named one of the Global Top 30 CyberRisk Communicators by The European Risk Policy Institute in 2020 and 2021
- Appointed to the U.S. Department of Commerce's IoT Advisory Board in 2022
- Serves as the IEEE Committee Chair for Cyber Security for Next Generation Connectivity Systems at IEEE for Human Control & Flow

Maria Rerecich



Senior Director, Product Testing, Consumer Reports

- Joined Consumer Reports in 2013 as Director of Electronics Testing
- Leads teams evaluating consumer products in appliances, home/outdoor products, and consumer electronics
- Works on privacy, security, and data issues, especially testing Internet of Things (IoT) devices
- 29-year career in the semiconductor industry at Standard Microsystems Corporation
- Holds Bachelor's and Master's degrees in Electrical Engineering from MIT
- Appointed to the U.S. Department of Commerce's IoT Advisory Board in 2022

TOPICS

- Statistics
- Data Privacy & Automobile Reports
- Automobile Privacy in the News
- Consumer Stories
- State Legislation
- History of the Monroney Sticker
- Types of Vehicle Stickers
- Privacy Label Design Examples
- Regulatory Bodies
- Cost
- Advocacy for IoTAB Support
- Resources



Source: Image generated using DALL-E, OpenAI

STATISTICS



Source: Image generated using DALL-E, OpenAI

**95% OF THE PASSENGER CARS SOLD ARE LIKELY TO HAVE
EMBEDDED CONNECTIVITY BY 2030.**

95%

Source: Image generated using DALL·E, OpenAI

Source: Counterpoint Technology Market Research

91.7% OF U.S. HOUSEHOLDS OWNED AT LEAST ONE VEHICLE IN 2022



Source: Image generated using DALL-E, OpenAI

26% OF CAR BUYERS REPORT THE CAR-BUYING PROCESS IN 2022 AS TRANSPARENT, A DIP OF 14 PERCENTAGE POINTS COMPARED TO 40% IN 2021

26%



Source: Image generated using DALL·E, OpenAI

Source: 2022 Capital One Car Buying Outlook, Capital One Auto Navigator

39% OF CONSUMERS NOW CONSIDER DATA PRIVACY HIGHLY IMPORTANT DURING THE VEHICLE SHOPPING AND OWNERSHIP EXPERIENCE.



Source: Image generated using DALL·E, OpenAI

Source: SBD Automotive

72% OF DRIVERS ARE UNCOMFORTABLE WITH THE IDEA OF AUTOMAKERS SHARING THEIR DATA WITH THIRD PARTIES.

72%



Source: Image generated using DALL-E, OpenAI

Source: "71% of Drivers Consider Buying Older Cars Due to Data Privacy Concerns", Security Magazine, January 11, 2024

71% OF DRIVERS WOULD CONSIDER BUYING AN OLDER CAR OR ONE WITH LESS TECHNOLOGY TO PROTECT THEIR PRIVACY AND SECURITY.

71%



Source: Image generated using DALL-E, OpenAI

Source: “71% of Drivers Consider Buying Older Cars Due to Data Privacy Concerns”, Security Magazine, January 11, 2024

140% INCREASE IN VEHICLE CYBER ATTACKS FROM 2020 TO 2021



Source: Image generated using DALL-E, OpenAI

Source: "Driving on the Edge: The Alarming Rise of Automotive Hacking and the Race to Secure Our Vehicles." The Driz Group,, April 10, 2023

FOR \$2 A CYBERCRIMINAL CAN BUY A CUSTOMER'S PERSONAL CAR DATA AND VEHICLE IDENTITY ON THE DARK WEB



Source: Image generated using DALL-E, OpenAI

Source: “Stolen Auto Accounts: The \$2 Price Tag on Your Car’s Identity.” Kasada September 12, 2023

1 IN 13 CYBER STALKING INCIDENTS INCLUDE THE USE OF GPS TECHNOLOGIES



Source: Image generated using DALL·E, OpenAI

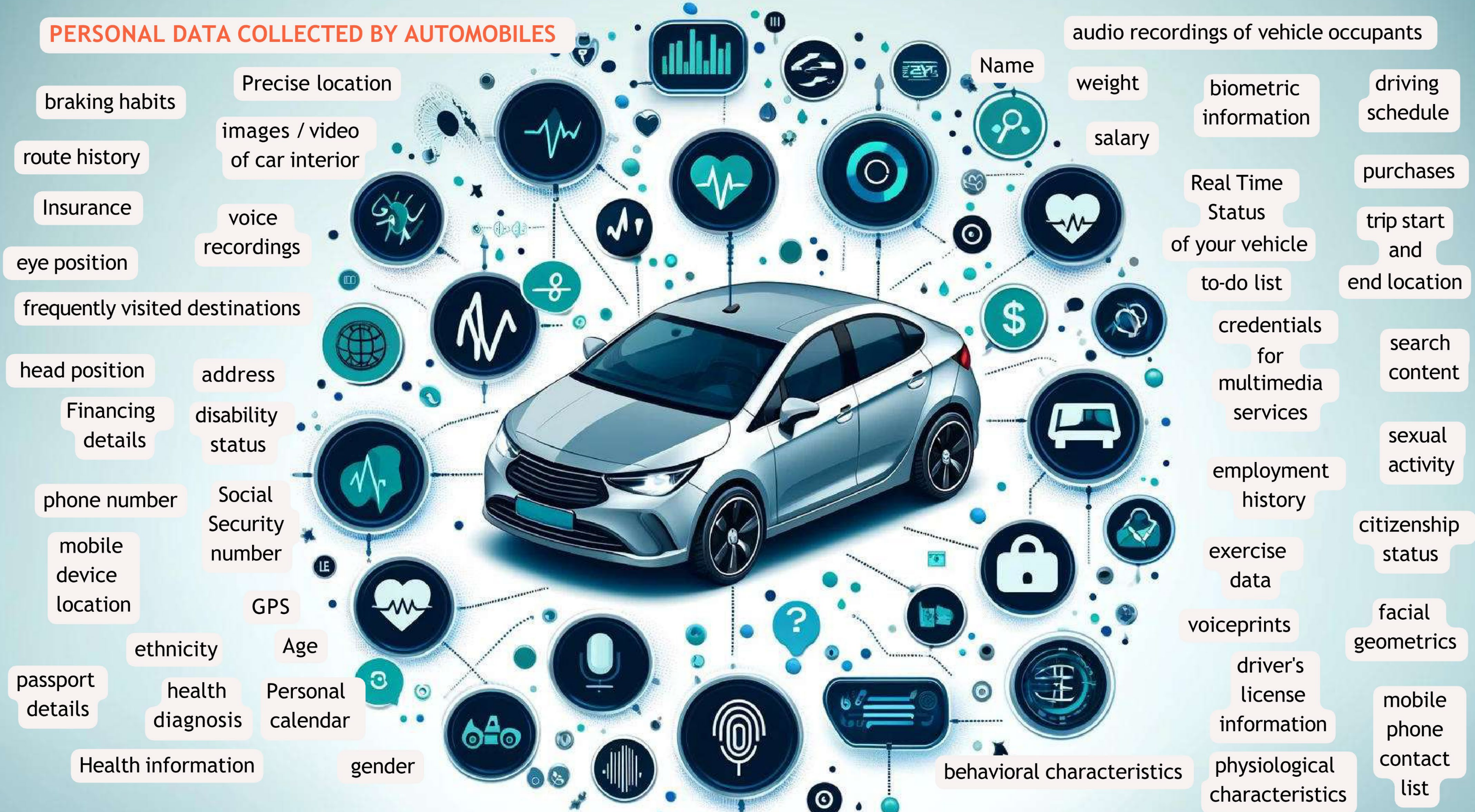
Source: Stalking Victimization in the United States, National Crime Victimization Study
U.S. Department of Justice, Bureau of Justice Statistics Special Report, 2009

DATA PRIVACY & AUTOMOBILE REPORTS



Source: Image generated using DALL-E, OpenAI

PERSONAL DATA COLLECTED BY AUTOMOBILES

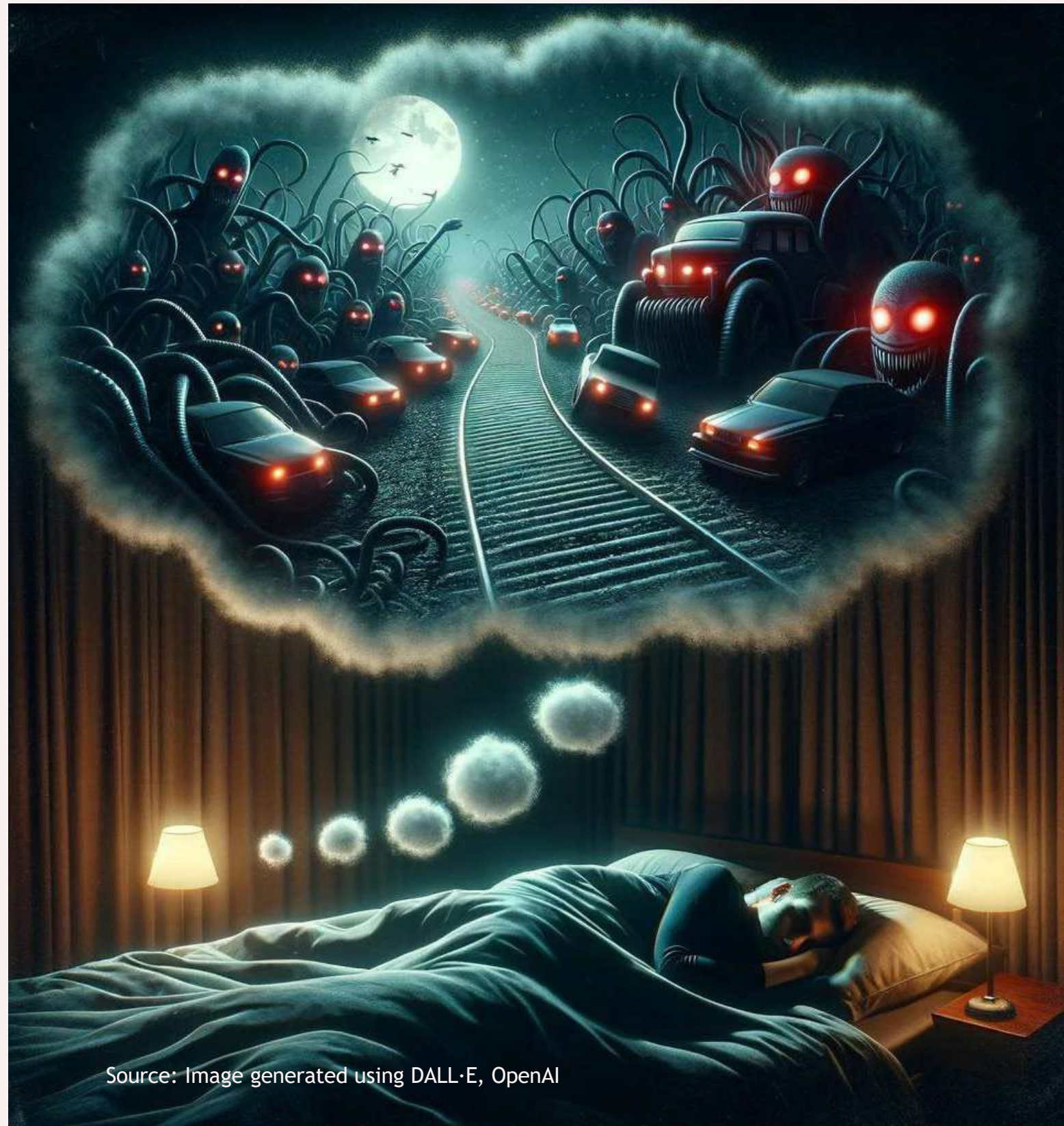


Source: Research by Debbie Reynolds, Data from Privacy Not Included. Mozilla + Image from Open AI

CARS: A PRIVACY NIGHTMARE

It is “impossible for consumers to try and understand” the legalese-filled policies for car companies, their connected services, and their apps. **She** called cars “a privacy nightmare.”

Researcher Jen Caltrider The Mozilla Foundation



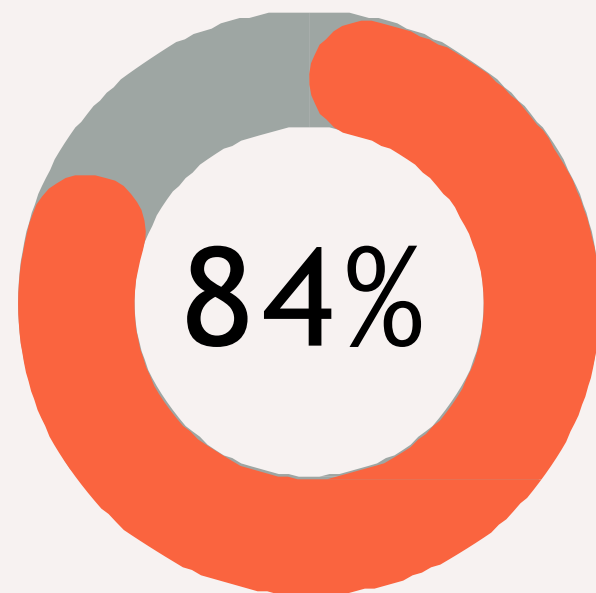
Source: Image generated using DALL·E, OpenAI

Source: Article, “Automakers Are Sharing Consumers’ Driving Behavior With Insurance Companies”, New York Times, March 13, 2023

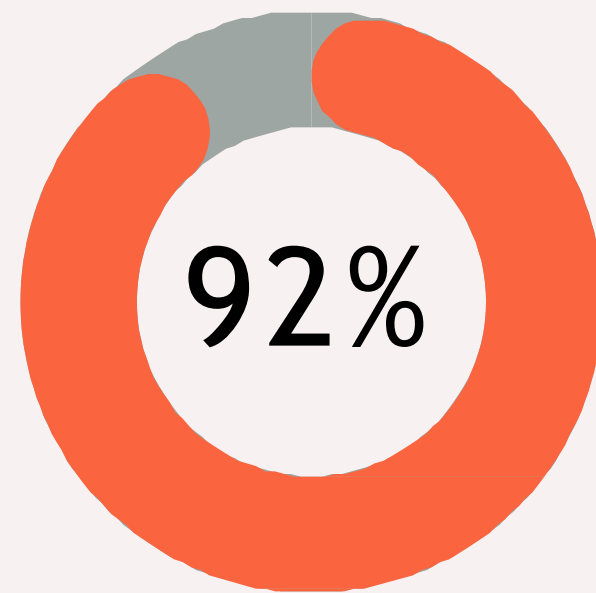
Automobile Privacy Report “Privacy Not Included” Mozilla Foundation - Review of 25 Automobile Brands



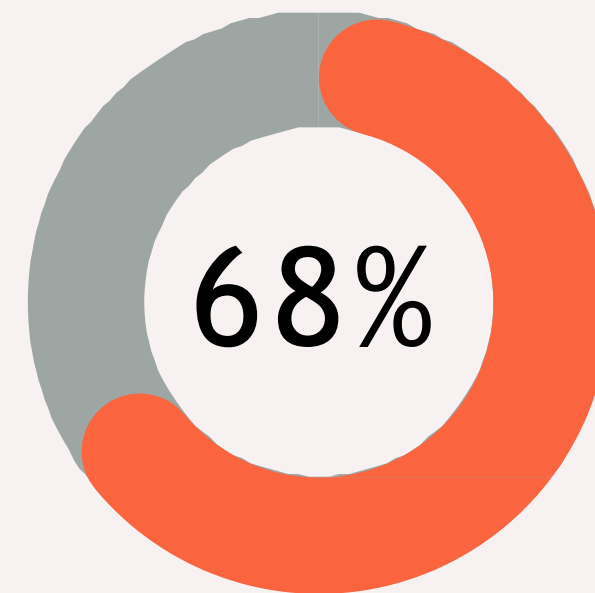
100%
Collect
Personal Data



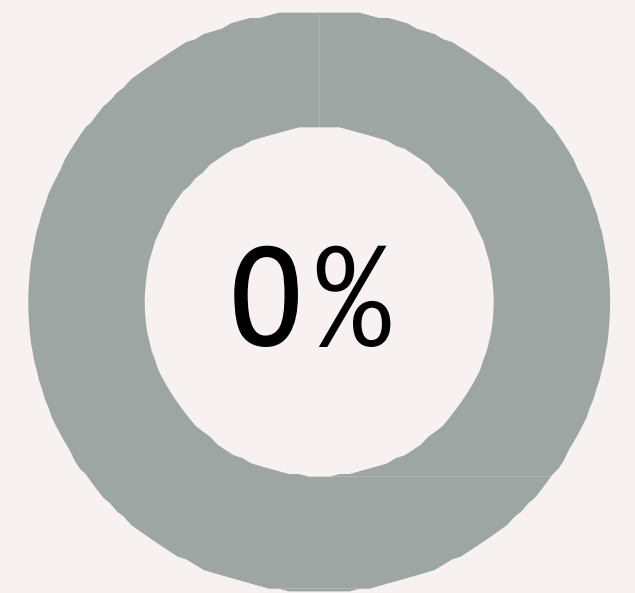
84%
Share or Sell
Personal
Data



**92 % Provide
Little to No
Control to
Consumers about
Personal Data**



68%
Have A Bad Track
Record Protecting
Personal Data



**0% of Brands
Follow
Voluntary Privacy
Principles**



MOZILLA'S "PRIVACY NOT INCLUDED" SEPTEMBER 2023

"All of the **car brands** on this list except for Tesla, Renault, and Dacia **signed on to a list of Consumer Protection Principles** from the US automotive industry group Alliance For Automotive Innovation, Inc.

The list includes great privacy-preserving principles such as **“data minimization,” “transparency,” and “choice.”** But, **the number of car brands that follow these principles? Zero.** It’s interesting if only because it means the car companies do clearly know what they should be doing to respect your privacy even though they absolutely don’t do it.”

DATA BREACHES



Source: Image generated using DALL-E, OpenAI

Toyota Motor Corporation disclosed a data breach on its cloud environment that exposed the car-location information of **2,150,000 customers for ten years**, between November 6, 2013, and April 17, 2023.

This incident exposed the information of customers who used the company's T-Connect G-Link, G-Link Lite, or G-BOOK services between January 2, 2012, and April 17, 2023.

T-Connect is Toyota's in-car smart service for voice assistance, customer service support, car status and management, and on-road emergency help.

The information exposed in the misconfigured database includes:

- **the in-vehicle GPS navigation terminal number,**
- **the chassis number, and**
- **vehicle location information with time data.**

While there is no evidence that the data was misused, unauthorized users could have accessed the historical data and possibly the real-time location of 2.15 million Toyota cars.

FINANCIAL AND REPUTATIONAL IMPACT OF AUTOMOTIVE HACKING



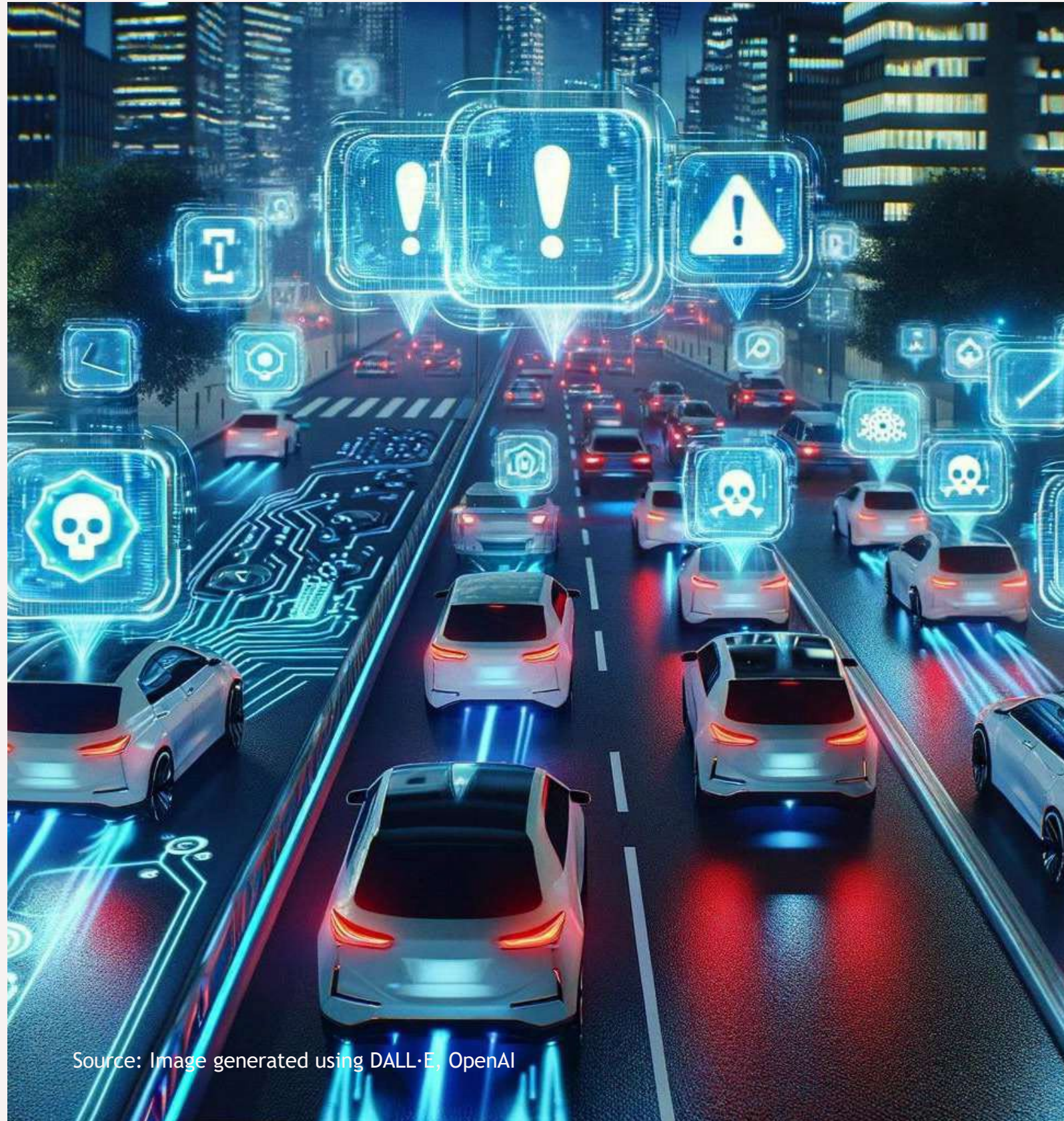
The **financial and reputational impact** of automotive hacking on automakers and other stakeholders can be significant. Cybersecurity incidents can result in **costly recalls, legal liabilities, and damage to brand reputation.**

For example, Toyota suffered a data breach in February [2023], **exposing the personal information of 3.1 million customers.** Such breaches erode consumer trust, leading to lost sales and decreased market share.

Additionally, **hackers may use stolen information to create phishing emails, engage in financial fraud, or hold the data for ransom, further increasing the financial burden on affected parties.**

Source: Image generated using DALL-E, OpenAI

140% RISE IN CYBER ATTACKS ON VEHICLES



Source: Image generated using DALL-E, OpenAI

As the number of **connected vehicles** on the road has surged, so too have **cyberattacks on vehicles**, with 2021 alone seeing half of all auto cyberattacks in history, representing an increase of **nearly 140% from the previous year** [2020].

AUTOMOTIVE HACKING TO ACCESS SENSITIVE DATA



Source: Image generated using DALL-E, OpenAI

Automotive hacking refers to the practice of exploiting vulnerabilities in a vehicle's computer systems, networks, or digital functions to gain unauthorized access, manipulate controls, or **extract sensitive data**. The phenomenon has become increasingly prominent as the automotive industry embraces the Internet of Things (IoT) and connected car technologies.

The prospect of a malicious actor taking control of a moving vehicle or **intercepting sensitive information** is profoundly unsettling and potentially catastrophic.

PRIVACY AND IDENTITY THEFT



Source: Image generated using DALL-E, OpenAI

“It costs about \$1,000 to purchase a person’s identity on the dark web from stolen financial accounts. **Why pay \$1,000 when it’s only \$2 to steal a car’s identity and still make a hefty profit?**”

What could be done with these accounts after purchasing?

- Car cloning
- Illegal car registration
- Car and home theft
- Identity fraud
- Loan fraud
- Mail and Phone Fraud

IDENTITY THEFT AND FINANCIAL FRAUD



Source: Image generated using DALL-E, OpenAI

Automotive hackers can access a vehicle's data and systems to manipulate controls, **steal sensitive information**, and even blackmail manufacturers. Hackers can exploit vulnerabilities in a vehicle's software to gain control over its systems, perform actions such as disabling safety features, controlling acceleration or braking, and even causing accidents.

Additionally, the **theft of personal information, such as GPS data, driving patterns, and vehicle registration details, raises significant privacy concerns and increases the risk of identity theft and financial fraud.**

PRIVACY AND PERSONAL SAFETY



Source: Image generated using DALL-E, OpenAI

“The **inability of consumers to control** the access [in Internet-connected cars] and use of **their own personal data** poses a threat to safety, and in the case of [domestic abuse] survivors, it **can mean life or death,**”

California Assembly Privacy and Consumer Protection Committee staff

PRIVACY AND VEHICLE SAFETY



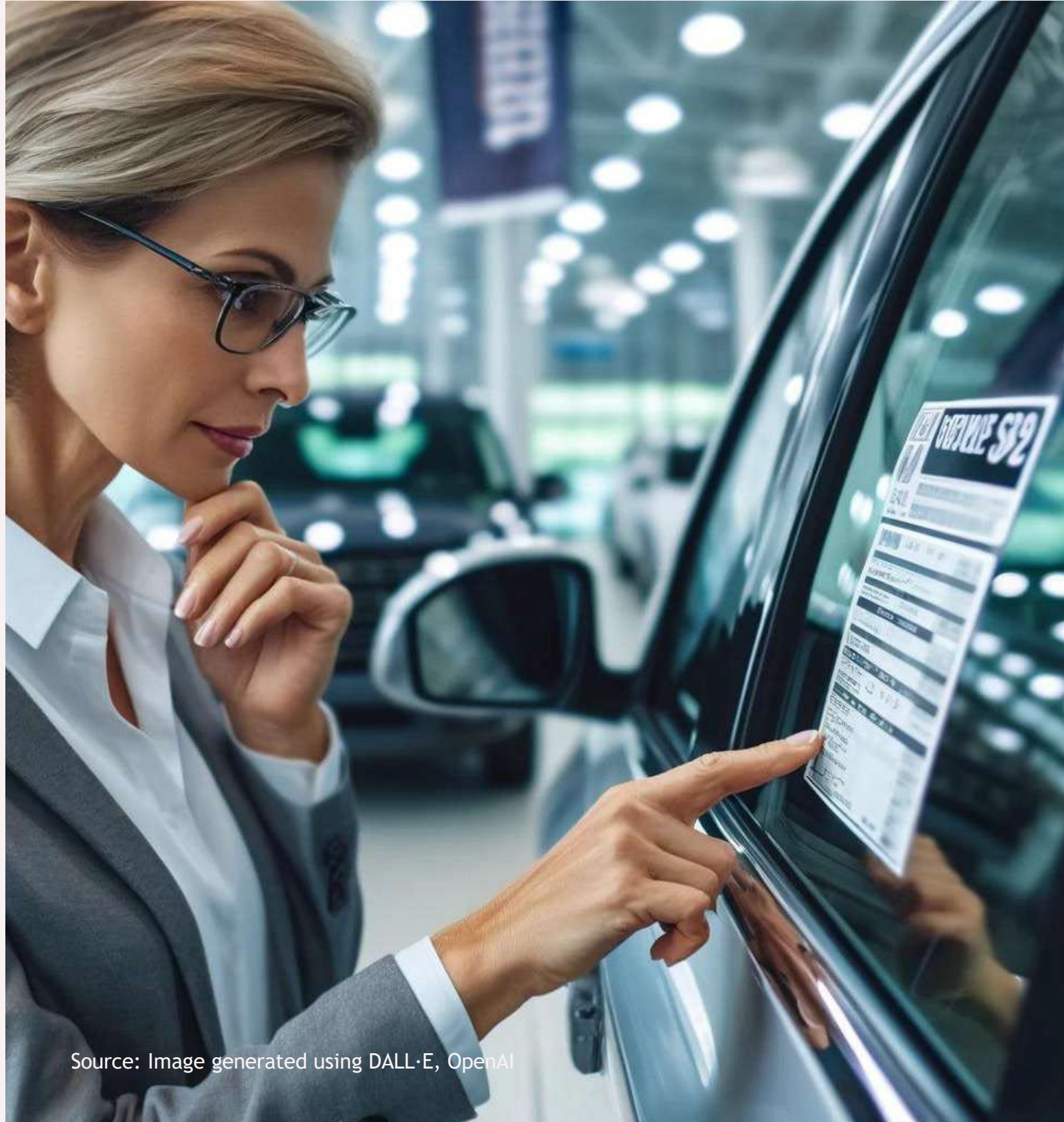
Source: Image generated using DALL E, OpenAI

“Policymakers and auto manufacturers **must consider the privacy and data protection implications for all drivers when incorporating new technology** into vehicles to bolster driver trust and adoption.”

*Adonne Washington,
Policy Counsel of Data, Mobility, and Location
Future of Privacy Forum*

Source: “New Report Explores Privacy Implications of Driver Safety Systems - Future of Privacy Forum”, March 2024

CONSUMER AWARENESS ABOUT PERSONAL DATA COLLECTION PRACTICES



Source: Image generated using DALL-E, OpenAI

Being informed about the potential risks of automotive hacking, the methods used by hackers, and the steps to take in the event of a suspected cyberattack is crucial.

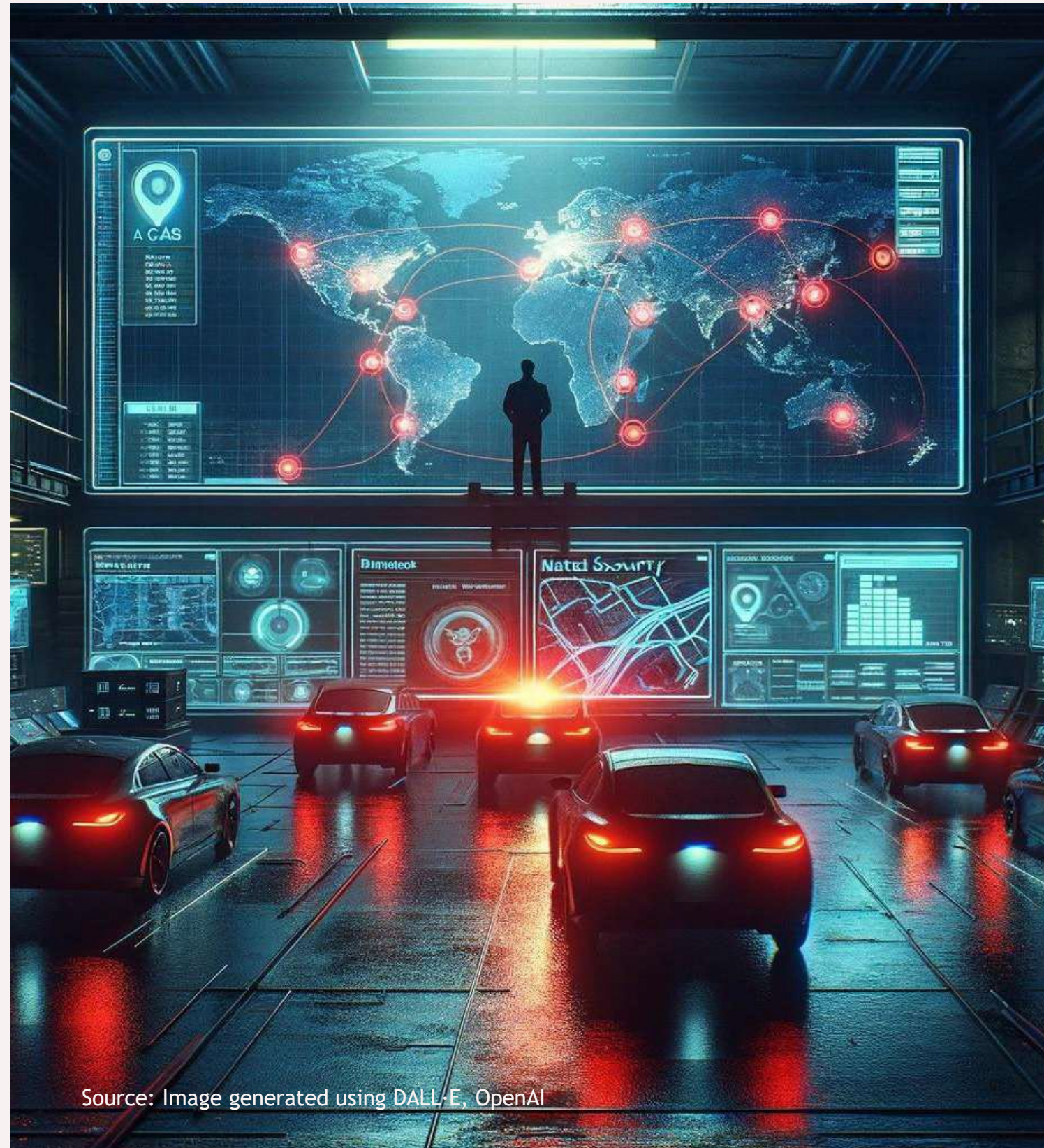
Consumer awareness empowers individuals to take proactive measures to protect their vehicles and data, recognize and respond to potential threats, and make informed decisions about the connected features they choose to use.

AUTOMOBILE PRIVACY IN THE NEWS



Source: Image generated using DALL-E, OpenAI

NATIONAL SECURITY AND THE PERSONAL PRIVACY

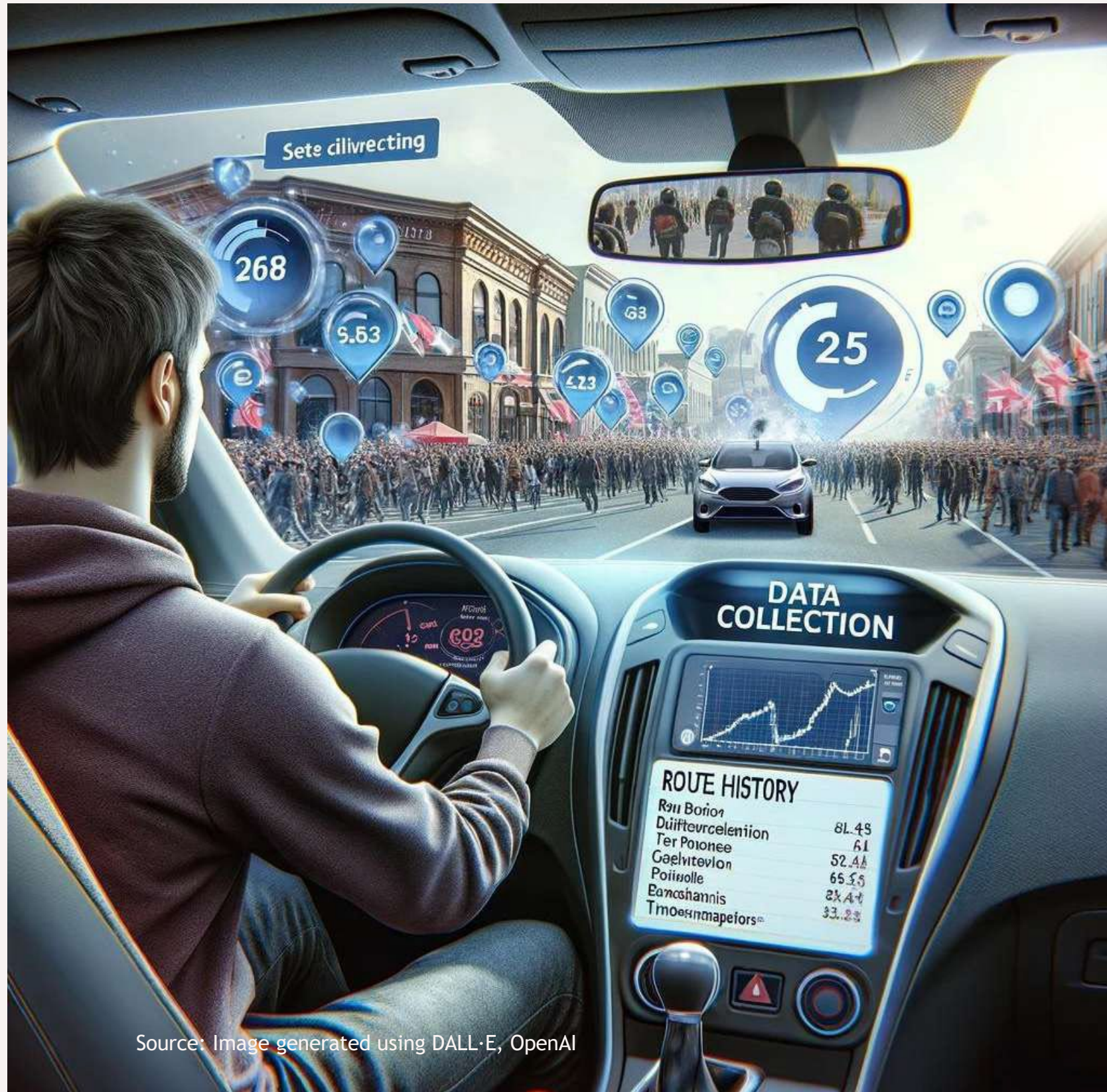


Source: Image generated using DALL-E, OpenAI

“It doesn’t take a lot of imagination to think of how foreign government with **access to connected vehicles** could pose a serious risk to both our national security and the **personal privacy of U.S. citizens,**” said U.S. Secretary of Commerce Gina Raimondo.“

Source: Citing National Security Concerns, Biden-Harris Administration Announces Inquiry into Connected Vehicles
US Department of Commerce Press Release, February 29, 2024

THREAT TO PRIVACY OF AMERICANS



Source: Image generated using DALL·E, OpenAI

“But depending on car companies’ practices, these **always-on data connections and the location data collected by cars and sent back to the automaker can seriously threaten Americans’ privacy.**”

Vehicle location data can be used to identify Americans who have traveled to seek an abortion in another state, attended protests, support groups for alcohol, drug, and other types of addiction, or identify those of particular faiths, as revealed through trips to places of worship.”

INSURANCE AND AUTOMAKER DATA SALES



“Automakers have been selling data about the driving behavior of millions of people to the insurance industry.

In the case of General Motors, **affected drivers weren't informed, and the tracking led insurance companies to charge some of them more for premiums.** I'm the reporter who broke the story. I recently discovered that I'm among the drivers who was spied on.”

Source: Image generated using DALL-E, OpenAI

DATA BROKER AND AUTOMAKER PARTNERSHIPS

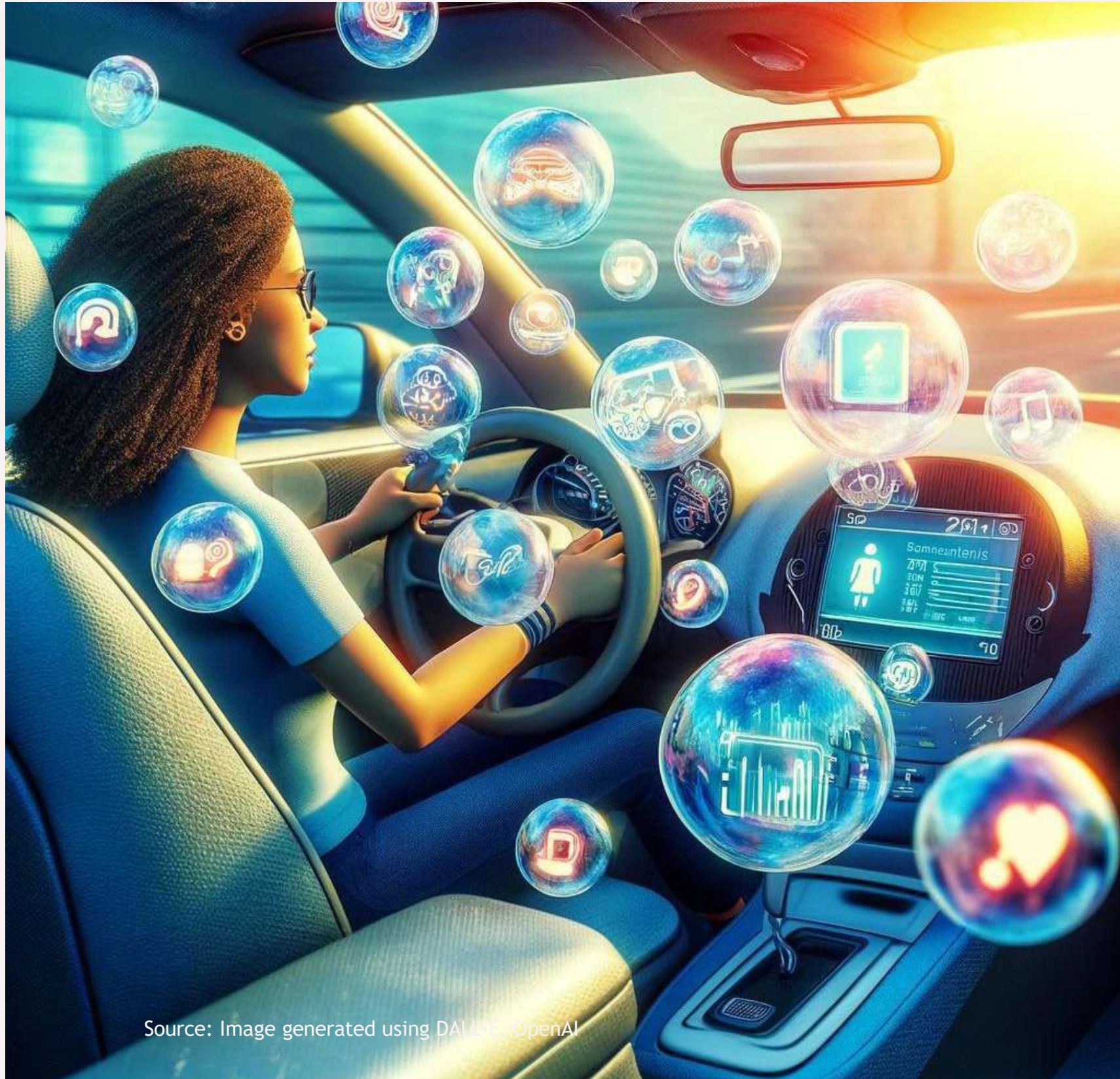


Source: Image generated using DALL·E, OpenAI

“Automakers and data brokers that have partnered to collect detailed driving data from millions of Americans say they have drivers’ permission to do so.

But the existence of these partnerships is nearly invisible to drivers, whose consent is obtained in fine print and murky privacy policies that few read.”

LACK OF TRANSPARENCY IN PERSONAL DATA COLLECTION



Source: Image generated using DALL·E, OpenAI

“The ‘Internet of Things’ is really intruding into the lives of all Americans,” Senator Markey said in an interview. “If there is now a collusion between automakers and insurance companies using data collected from an unknowing car owner that then raises their insurance rates, that’s, from my perspective, a potential per se violation of Section 5 of the Federal Trade Commission Act.”

Senator Edward Markey

Source: Article, “Automakers Are Sharing Consumers’ Driving Behavior With Insurance Companies”, New York Times, March 13, 2024

GPS DATA SHARING WITHOUT A WARRANT



Source: Image generated using DALL-E, OpenAI

According to Ron Wyden and Edward Markey, **nine automakers**, Toyota, Hyundai, Kia, Mercedes-Benz, Mazda, BMW, Volkswagen, Subaru, and Nissan, **admitted to giving up location data to authorities without a warrant.**

They say that these **car companies are breaking their own voluntary promise made in 2014 to require a warrant or court order before turning over GPS location information.** Of the 14 car companies involved in the study only Ford, General Motors, Stellantis, Honda, and Tesla require a warrant for this data.

DOMESTIC VIOLENCE AND THE PERSONAL PRIVACY



Source: Image generated using DALL·E, OpenAI

The chairwoman of the Federal Communications Commission ... proposed a potential new rule [under the Safe Connections Act for Survivors of Domestic Abuse] that would **subject automakers that sell internet-connected cars to a telecommunications law intended to protect domestic violence survivors.**

CAR DATA AND DOMESTIC VIOLENCE



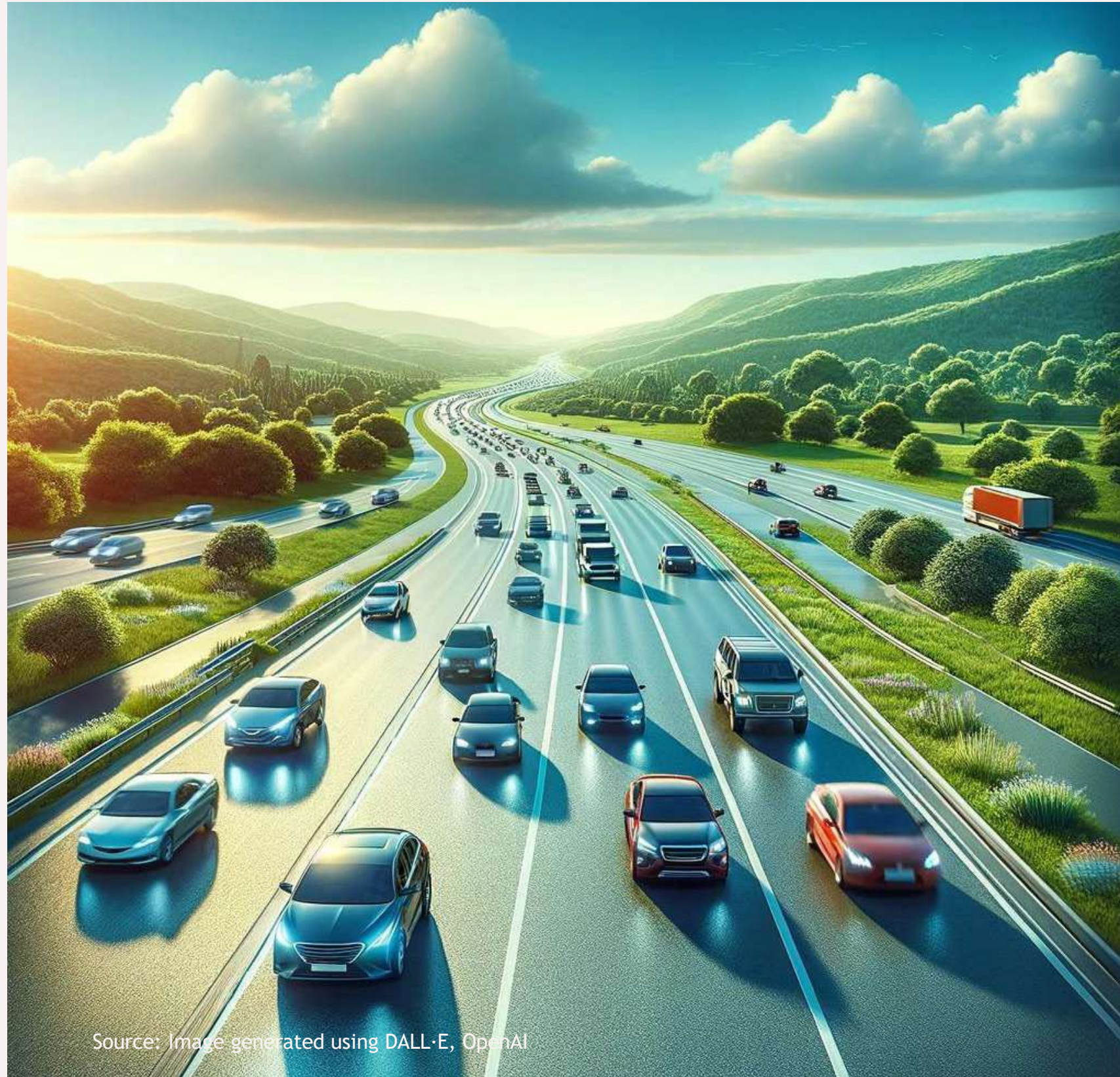
Source: Image generated using DALL·E, OpenAI

“We’ve known for some time that **GPS -tracking technology in cars is being exploited by domestic violence abusers**, but unfortunately, **car manufacturers are refusing to act to address this potentially fatal problem**,” said Senator Dave Min of California.”

Source: Press Release, “Min’s SB 1394 Requires Car Manufacturers to Sever Remote Vehicle Access When It Enables Domestic Violence.”

State Senator Dave Min, Member of the California State Senate, February 28, 2024

RECENT DEVELOPMENTS - PRIVACY FOR CARS



- Toyota and Lexus now **grant** all US consumers the right to delete their personal data.
- Thanks to public pressure, **GM** (which includes Chevrolet, Buick, GMC, and Cadillac) said they'll **stop** selling some OnStar data to data brokers **LexisNexis** and **Verisk**.

CONSUMER STORIES



Source: Image generated using DALL·E, OpenAI

CYBER STALKING USING VEHICLE GPS

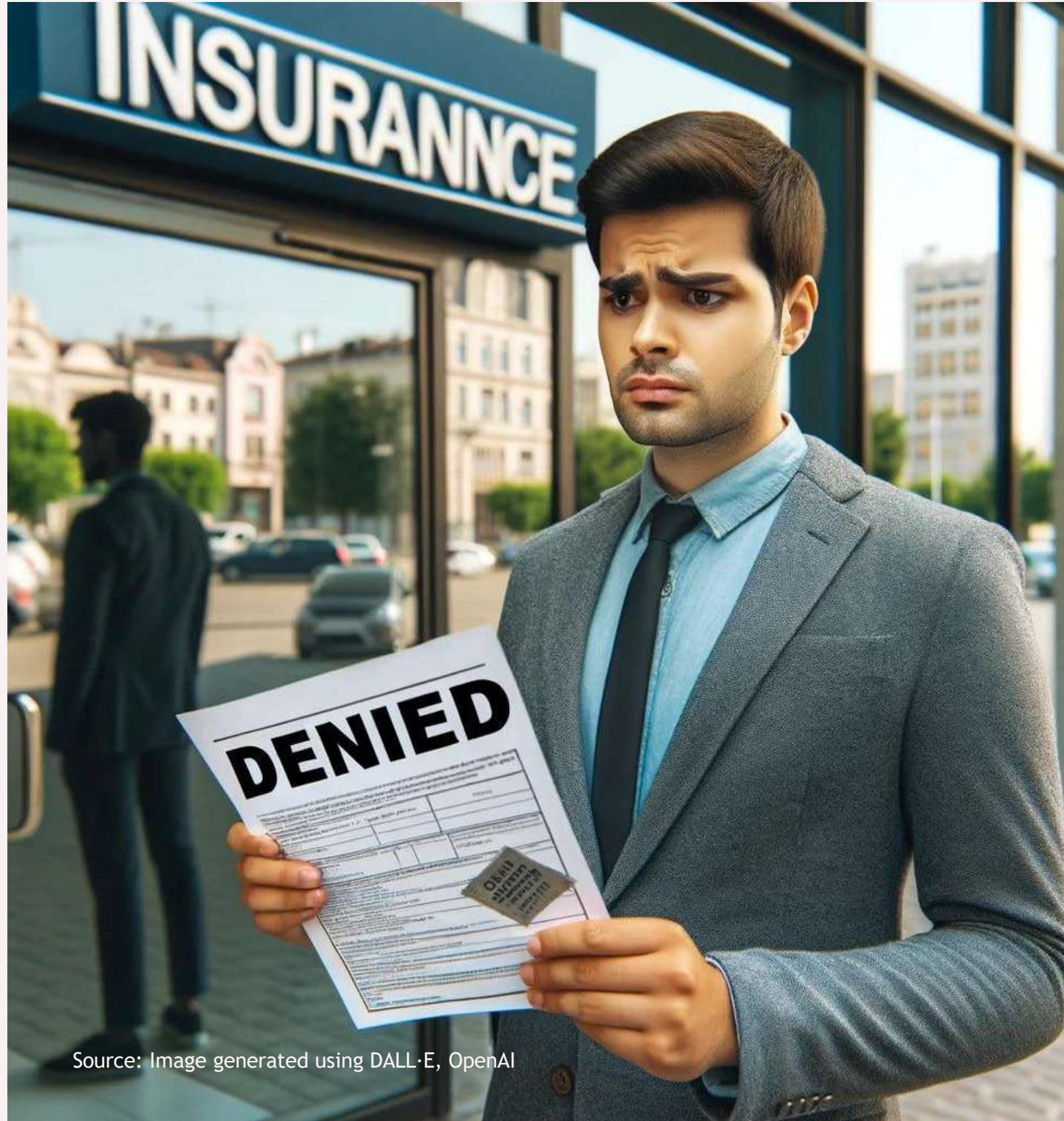


Source: Your Car Is Tracking You. Abusive Partners May Be, Too.” The New York Times, December 31 2023

The New York Times reports that Christine Dowdall fled her home in September 2022 after an altercation with her husband turned violent. She left in a Mercedes-Benz C300 and shortly thereafter started seeing strange messages on her infotainment system about a service eerily called “mbrace.”

Part of the “Mercedes me” suite of connected service, the **technology allows owners to control their vehicles remotely.** People with access can track a car’s location and, after obtaining his internet records, Detective Kelly Downey of the Bossier Parish Sheriff’s Office eventually found evidence that **Dowdall’s husband had been using it to track her.**

DENIAL OF INSURANCE COVERAGE BASED ON VEHICLE DATA



Source: Image generated using DALL-E, OpenAI

“Despite not subscribing to OnStar, Chicco discovered through a denial of insurance coverage — attributed to a driver report from LexisNexis — that his driving behavior had been closely monitored and recorded. Chicco's report listed 258 driving events, including trip details, such as start and end date and time, acceleration events, hard brake events, high-speed events, distances, and VIN.

The report resulted in Chicco being denied insurance. The lawsuit criticized **the use of the telematics data by insurance companies**, noting that the report provided to the insurance company lacked any context in regards to the circumstances surrounding the events, rendering the report inaccurate of the insured's actual insurance risk, and **unfairly weighing in on and influencing insurance decisions.**

PRIVACY INVASION



“The worst part is, **you cannot purchase a newer car without the privacy invasion “features”** ...

From my research, you literally cannot purchase a new car (in the US) that has a basic radio, AC, and heating ... everything has privacy invading network connected additions sold as “safety features”.

Justin From Tennessee,
Reader Pick Commentary to NYT Article, March 11, 2024

Source: Image generated using DALL-E, OpenAI

LACK OF EXPLICIT KNOWLEDGE OR CONSENT IN DATA COLLECTION



Source: Image generated using DALL-E, OpenAI

Larry Reed and Darnell McCoy, Sr. brought suit against GM and OnStar in the Eastern District of Michigan, alleging that GM and OnStar defaulted to **automatically enrolling customers into a data collection scheme without their explicit knowledge or consent.** This scheme involved collecting and sharing — or selling — sensitive driving telematics data with third parties, including insurance companies, likely to create consumer profiles.

See Reed v. General Motors, LLC, Case No. 2:24-cv-10804 (E.D. Mich. March 28, 2024).

DATA SHARING UNWANTED



“These cars should have the option to make them less smart. **I did not buy a 60K privacy sharing machine**, I bought a car.”

And it is not just electric cars -- it is everyone.

*Leslie from San Francisco, California,
Reader Pick Commentary to NYT Article, March 11, 2024*

CONSUMER CHOICES IN CAR BUYING



Source: Image generated using DALL-E, OpenAI

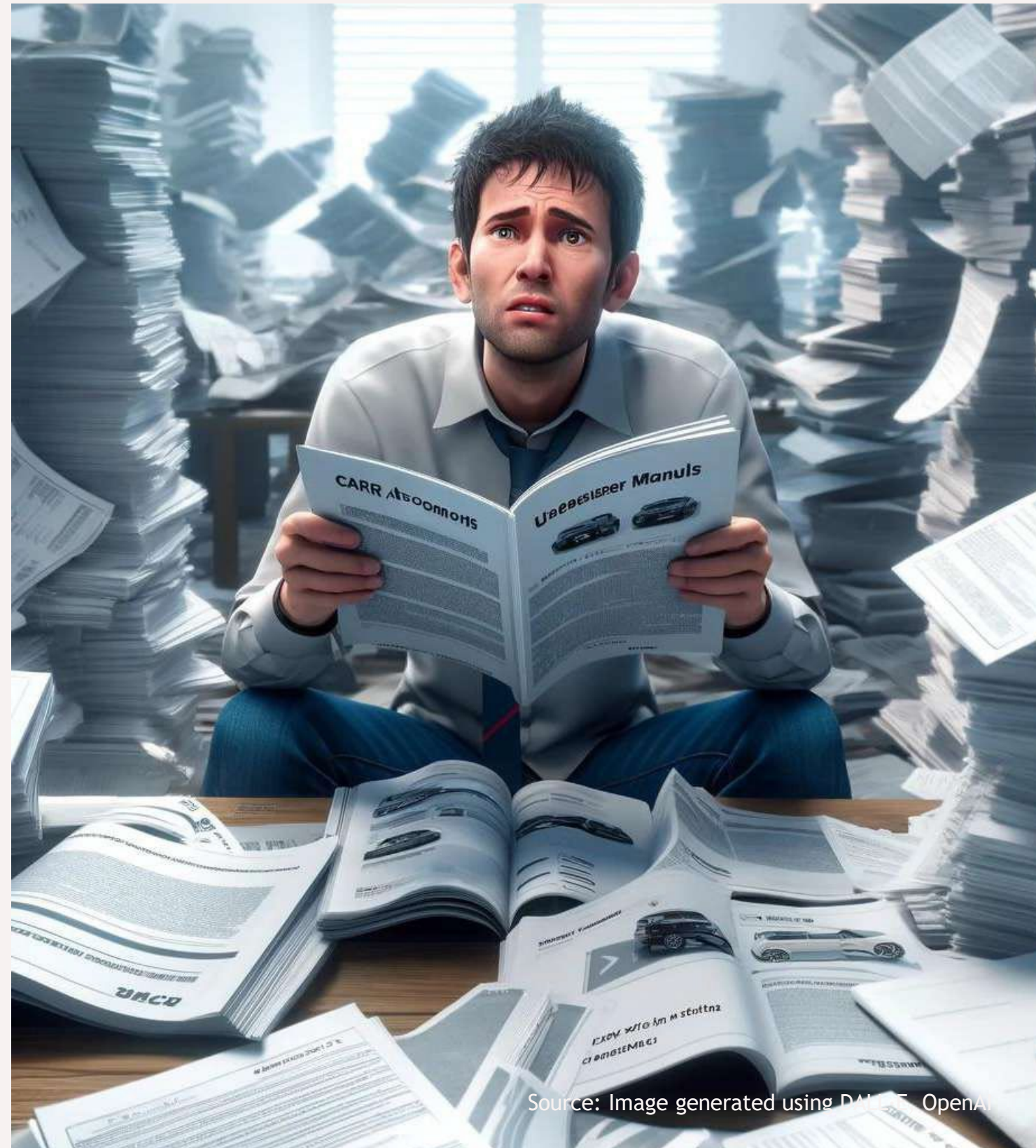
“To any automaker reading these comments:

If you share any driver information, I will not buy your car, period! And, I am going to spread the word.

It's one thing for a car to have a black box, but not to be spying on your driving.”

*Sunnyside from New Hampshire,
Reader Pick Commentary to NYT Article, March 11, 2024*

UNDERSTANDING DATA COLLECTION



Source: Image generated using DALL-E 2. OpenAI

Participants also felt that, when it came to informing drivers about data collection, car companies were not trying to communicate effectively:

'I did go looking and apart from reading lots of user licence agreements for lots of different systems in the car... But they don't really talk about what they're collecting and why.'

Privacy Preferences in Automotive Data Collection Study Participant

DIFFICULT-TO-UNDERSTAND DOCUMENTS



Source: Image generated using DALL-E, OpenAI

“Unless the automakers state in an overt way, using easy-to-understand language where the buyer opts in, this is wrong. **Nobody should need a lawyer to read the fine print on an auto purchase agreement.** Auto dealers should also be obligated to explain these details clearly to the buyer so the buyer understands what is being done. Finally, the automakers probably profit from selling this information which really does not belong to them.”

*Calling It Like It Is from Minnesota,
Reader Pick Commentary to NYT Article, March 11, 2024*

DATA OPT OUT DIFFICULTIES



“I wanted to turn off data collection on my car because it’s creepy, and I thought the option would be simple.

It turns out that shutting off data collection and figuring out what’s been collected is much more difficult than it would seem.

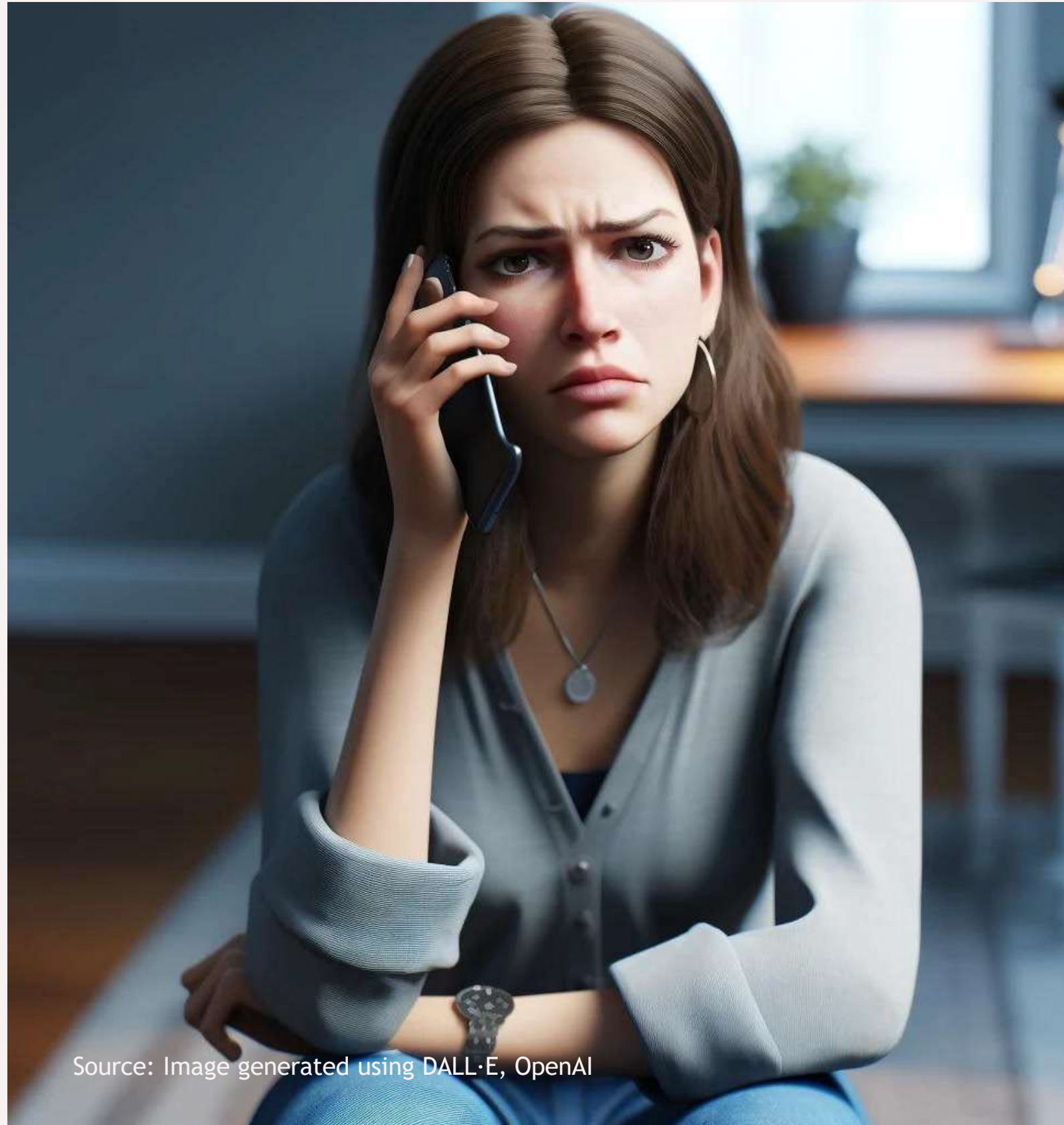
I know because **it took me** — a reasonably informed and technologically savvy person — **a month to finally do so.**”

Rani Molla - Technology Journalist, Sherwood News

Source: Image generated using DALL·E, OpenAI

Source: “How to Opt out of the Privacy Nightmare That Comes with New Hondas.” Sherwood News, May 6, 2024

STATE VS FEDERAL PRIVACY PROTECTIONS



Source: Image generated using DALL-E, OpenAI

“Electronic Frontier Foundation’s (EFF) handy guide sent me to Honda’s online privacy request page, where **I learned we didn’t live in one of the five states where we could exercise our consumer rights to view or delete the data our car tracked.**”

Two days later, we got an email: “Because you are not a current resident of a qualifying state, your request will not be processed.”

Rani Molla - Technology Journalist, Sherwood News

STATE LEGISLATION



Source: Image generated using DALL·E, OpenAI

CALIFORNIA SENATE BILL 296: PERSONAL DATA TRANSPARENCY FOR CARS



California Senate Bill 296:

- **Effective Date:** January 1, 2024.
- **In-Vehicle Camera Disclosure:** **Manufacturers must inform buyers if the vehicle is equipped with in- vehicle cameras** via the owner's manual and dealer documents.
- **Consumer Rights:** Buyers/lessees can review the owner's manual before purchase for in-vehicle camera information.
- **Data Use Limits:** **Prohibits using recordings for advertising or sale without affirmative consent.**
- **Consent:** Requires affirmative prior consent for data sharing and **provides mechanisms for consumers to revoke consent.**

ILLINOIS DATA LAW (SB0800): DELETE PERSONAL DATA FROM CARS



Illinois Data Law SB0800:

- **Effective Date:** January 1, 2024.
- **Scope:** Applies to repossession agencies handling vehicles.
- **Requirement:** **Mandates deleting personal data from recovered vehicles** before release using standardized electronic solutions.
- **Definition:** Establishes definition for personal information
- **Penalties:** Imposes **penalties for failure to protect personal data.**

NEW JERSEY SENATE BILL S2740: DELETE PERSONAL DATA FROM CARS



New Jersey Senate Bill S2740:

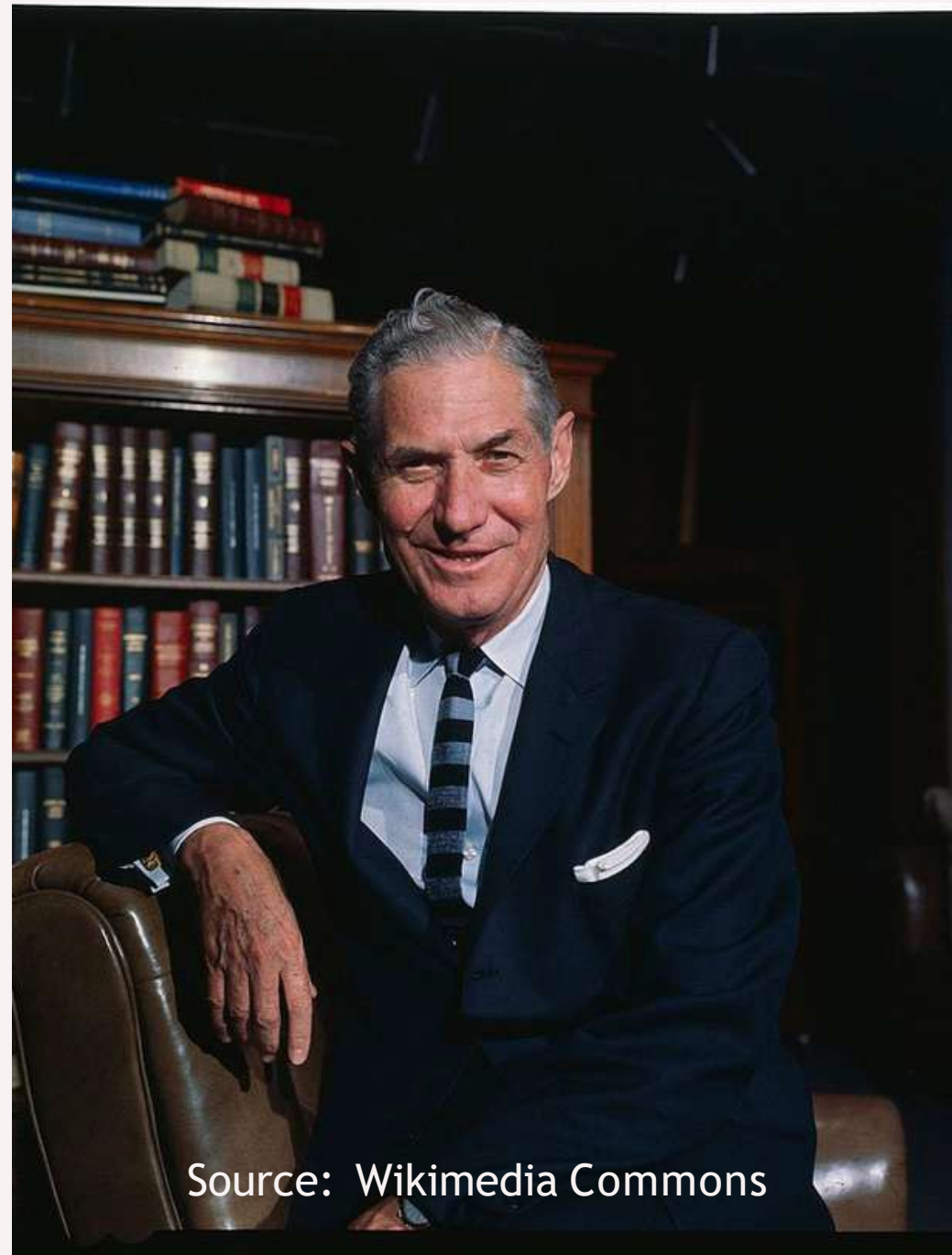
- **Effective Date:** January 8, 2024.
- **Dealer Obligation:** Dealers must delete personal vehicle data before resale or lease.
- **Penalties:** Civil penalties of \$500 for the first offense and \$1,000 for subsequent offenses.
- **Definition:** Defines "motor vehicle" and "motor vehicle dealer" to establish the scope of the regulation

HISTORY OF THE MONRONEY STICKER



Source: Image generated using DALL-E, OpenAI

HISTORY OF THE MONRONEY STICKER



Source: Wikimedia Commons

About Senator Monroney:

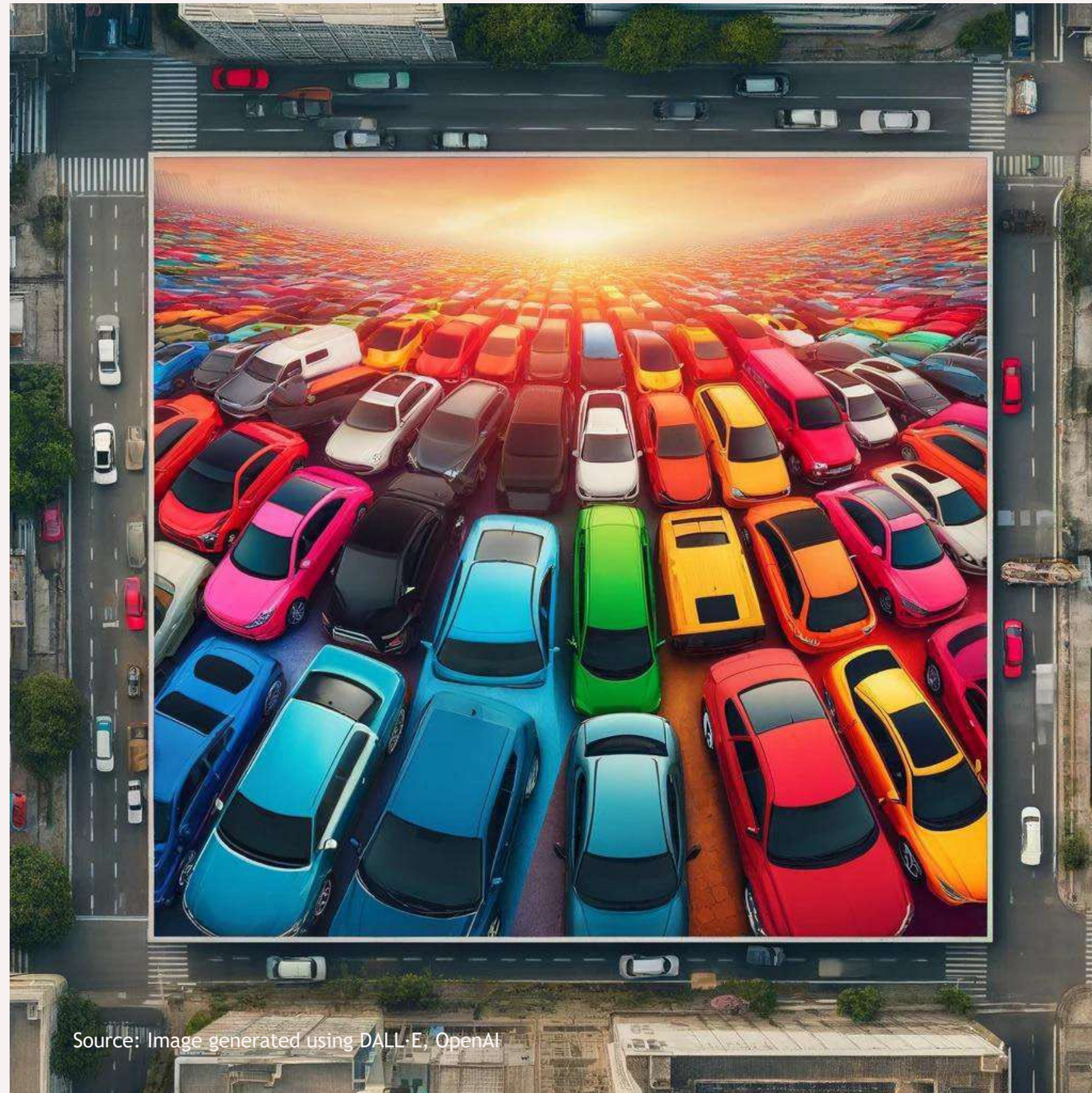
- Consumer Advocate focusing on rights and protection
- Legislation sponsor of the Automobile Information Disclosure Act of 1958
- Established the Monroney sticker for transparent vehicle pricing

About the Moroney Sticker:

- **Automobile Information Disclosure Act of 1958**
 - Starting with the 1959 model year, mandatory disclosure
 - Vehicle make and model
 - Vehicle identification number (VIN)
 - Final assembly point
 - Dealer Information
 - Manufacturer's suggested retail price (MSRP)
 - MSRP of optional equipment
 - Transportation charges
 - Total MSRP

Senator Mike Monroney (Oklahoma)
U.S. Senate from 1951 to 1969

AUTOMOBILE INFORMATION DISCLOSURE ACT OF 1958



Source: Image generated using DALL-E, OpenAI

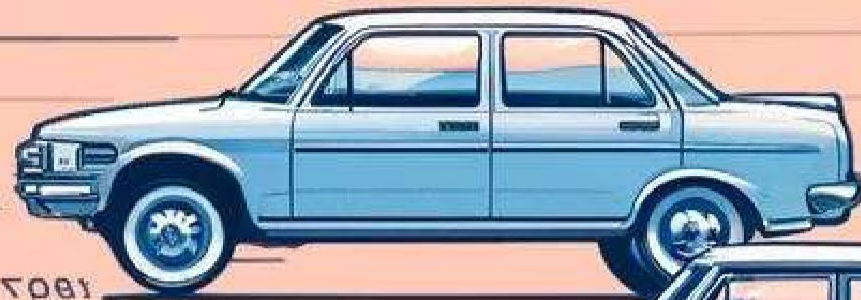
Long Title:

"An Act to require the **full and fair disclosure** of certain information in connection with the distribution of new automobiles in commerce and for other purposes".

HISTORY OF THE MONRONEY STICKER

1959

- Automobile Information Disclosure Act of 1958
- Added manufacturer's suggested retail price (MSRP).



1977

- Energy Policy and Conservation Act of 1975
- Environmental Protection Agency (EPA)
- Added fuel economy information.

1994

- American Automobile Labeling Act
- National Highway Traffic Safety Administration (NHTSA)
- Included the percentage of domestic and foreign parts.



2005

- SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act)
- Agency: National Highway Traffic Safety Administration (NHTSA)
- Incorporated safety ratings from the New Car Assessment Program (NCAP).

2007

- EISA (Energy Independence and Security Act of 2007)
- Environmental Protection Agency (EPA)
- Redesigned fuel economy label.

2013

- Rulemaking
- Agency: National Highway Traffic Safety Administration (NHTSA) and Environmental Protection Agency (EPA)
- Expanded fuel economy and environmental footprint details.

REGULATORY BODIES



Source: Image generated using DALL·E, OpenAI

REGULATORY BODIES



- Congress: Legislation
- Primary /Consumer Disclosures for Privacy:
 - Federal Trade Commission (FTC)
 - **Action: Rulemaking**
- Others:
 - National Highway Traffic Safety Administration (NHTSA)
 - Department of Transportation (DOT)
 - Environmental Protection Agency (EPA)
 - Federal Communications Commission (FCC)

FTC: CARS & CONSUMER DATA: ON UNLAWFUL COLLECTION & USE - MAY 14, 2024



Car manufacturers—and all businesses—should take note that the **FTC will take action to protect consumers against the illegal collection, use, and disclosure of their personal data.**

- **Geolocation data is sensitive** and subject to enhanced protections under the FTC Act.
- Surreptitious disclosure of sensitive information **can be an unfair practice.**
- Using sensitive data for automated decisions **can also be unlawful.**


The FTC Office of Technology and the Division of Privacy and Identity Protection in the Bureau of Consumer Protection

TYPES OF VEHICLE STICKERS



Source: Image generated using DALL-E, OpenAI

MONRONEY STICKER (NEW CARS)



VEHICLE DESCRIPTION
SHELBY GT500
2020 SHELBY GT500 COUPE
4-PASSENGER SPORTS CAR
5.2L SUPERCHARGED V8
TREMEC 7-SPEED DUAL CLUTCH

EXTERIOR
OXFORD WHITE

INTERIOR
EBONY LTHR RECARO GRAY ACNT

STANDARD EQUIPMENT INCLUDED AT NO EXTRA CHARGE

<p>EXTERIOR</p> <ul style="list-style-type: none"> 2-PIECE VENT BRAKE ROTORS ALUM FRONT BUMPER BEAM AUTO HEADLAMPS BREMBO™ BRAKE CALIPERS EASY FUEL® CAPLESS FILLER HID PROJECTOR HEADLAMPS HOOD VENT LED SIGNATURE LAMPS LED TAILLAMPS W/ SEQUENTIAL TURN SIGNAL MANUAL FOLD POWER MIRRORS QUAD TIP DUAL EXHAUST TIRE INFLATOR/SEALANT KIT UNIQUE HOOD W/HOOD PINS 	<p>INTERIOR</p> <ul style="list-style-type: none"> 12" LCD DIGITAL IP CLUSTER 1 TOUCH UP/DOWN DR/PASS WIN ALCANTARA®-WRAPPED STR WHL AUTO-DIM REARVIEW MIRROR CENTER CONSOLE W/WARMREST CRUISE CONTROL DUAL ILLUM VANITY MIRRORS DUAL-ZONE ELECTRONIC AUTO CLIMATE CONTROL FRONT FLOOR MATS - BLACK GT500 EXCLUSIVE TRIM PKG PADDLE SHIFTERS TILT/TELESCOPE STR COLUMN WINDOWS - GLOBAL OPEN 	<p>FUNCTIONAL</p> <ul style="list-style-type: none"> ELECTRONIC PWR ASST STEER ENGINE OIL COOLER FORDPASS™ CONNECT 4GWI-FI INDEPENDENT REAR SUSPEN INTELLIGENT ACCESS W/PUSH BUTTON START LAUNCH CONTROL/LINE LOCK MAGNERIDE® DAMPING SYSTEM REAR VIEW CAMERA REMOTE KEYLESS ENTRY SYNC®3 W/8" TOUCHSCREEN TORSEN® DIFFERENTIAL W/ 3.73 AXLE RATIO TRACK APPS™ TRANSMISSION OIL COOLER 	<p>SAFETY/SECURITY</p> <ul style="list-style-type: none"> ADVANCETRAC ESC AIRBAG - DRIVER/PASS KNEE AIRBAGS - DUAL STAGE FRONT AIRBAGS - FRONT SEAT MOUNTED SIDE IMPACT AIRBAGS - SIDE AIR CURTAIN INDIV TIRE PRESS MONIT SYS LATCH CHILD SAFETY SYSTEM PERIMETER ALARM SECURILOCK PASS ANTI THEFT SOS POST CRASH ALERT SYS <p>WARRANTY</p> <ul style="list-style-type: none"> 3YR/36000 BUMPER TO BUMPER 5YR/60,000 POWERTRAIN 5YR/60,000 ROADSIDE ASSIST
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Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
14 MPG combined city/hwy
12 MPG city
18 MPG highway

You spend \$10,000 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$3,500

Fuel Economy & Greenhouse Gas Rating (1-10 Best) 10 Best

Smog Rating (1-10 Best) 3 Best

fueleconomy.gov
Calculate personalized estimates and compare vehicles.

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★★★★
Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash	Driver Passenger	★★★★★
Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.		
Side Crash	Front seat Rear seat	★★★★★
Based on the risk of injury in a side impact.		
Rollover		★★★★★
Based on the risk of rollover in a single-vehicle crash.		


Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA).
www.safercar.gov or 1-888-327-4236

1FA6P8S.J7L5501250

WARNING: Operating, servicing and maintaining a passenger vehicle, pickup truck, van, or off-road vehicle can expose you to chemicals including engine exhaust, carbon monoxide, phthalates, and lead, which are known to the State of California to cause cancer and birth defects or other reproductive harm. To minimize exposure, avoid breathing exhaust, do not idle the engine except as necessary, service your vehicle in a well-ventilated area and wear gloves or wash your hands frequently when servicing your vehicle. For more information go to www.P85Warnings.ca.gov/passenger-vehicle.

INCLUDED ON THIS VEHICLE	(MSRP)
EQUIPMENT GROUP 950A	
OPTIONAL EQUIPMENT/OTHER	
305(FR),315(RR),30R20	
RECARO LEATHER-TRIMMED SEATS	1,595.00
VINYL OVER-THE-TOP STRIPE	1,000.00
HIGH GLOSS KONA BLUE STRIPE TECHNOLOGY PACKAGE	3,000.00
B&O SOUND SYSTEM,12 SPKR	
BLIS W/CROSS-TRAFFIC ALERT	
VOICE-ACT TOUCHSCREEN NAV SYS	
GRAY VEH COV *DLR-INSTLD-ACCY	395.00
*** GAS GUZZLER TAX ***	2,600.00
50 STATE EMISSIONS	NO CHARGE

PRICE INFORMATION	(MSRP)
BASE PRICE	\$70,300.00
TOTAL OPTIONS/OTHER	8,590.00
TOTAL VEHICLE & OPTIONS/OTHER	78,890.00
DESTINATION & DELIVERY	1,095.00



GT500

RAMP ONE	CT51
RAMP TWO	CONVOY
	ITEM #: 47-1110 Q/T 2

TOTAL MSRP	\$79,985.00
Whether you decide to lease or finance your vehicle, you'll find the choices that are right for you. See your dealer for details or visit www.ford.com/finance .	
LB181 N RA 2X 035 001298 02 18 20	


This label is affixed pursuant to the Federal Automobile Information Disclosure Act. Gasoline, License, and Title Fees, State and Local taxes are not included. Dealer installed options or accessories are not included unless listed above.

FORD CREDIT

SCAN QR CODE TO VIEW

View QR Code to see how you can help. For help, visit www.ford.com/privacy-service

MONRONEY STICKER (NEW CARS)



Go Further
ford.com

VEHICLE DESCRIPTION
MUSTANG

2020 GT COUPE
4-PASSENGER SPORTS CAR
5.0L TI-VCT V8
6-SPEED MANUAL TRANSMISSION

EXTERIOR
OXFORD WHITE

INTERIOR
EBONY CLOTH SEATS

STANDARD EQUIPMENT INCLUDED AT NO EXTRA CHARGE

<p>EXTERIOR</p> <ul style="list-style-type: none"> • EASY FUEL® CAPLESS FILLER • FOG LAMPS-LED • GRILLE-PAINTED BLACK • HEADLAMPS - AUTOLAMP (ON/OFF) • HEADLAMPS- LED WITH SIGNATURE LIGHTING • HOOD VENTS • MIRRORS -MAN-FOLD POWER W/ INTEGRATED BLIND SPOT • QUAD TIP DUAL EXHAUST • TAILLAMPS-LED W/SEQUENTIAL TURN SIGNAL • WIPERS- INTERMITTENT 	<p>INTERIOR</p> <ul style="list-style-type: none"> • 1 TOUCH UP/DOWN DR/PASS WIN • 6-WAY PWR DRV & 4-WAY PWR PASS SEATS • AUTODIM REARVIEW MIRROR • CENTER CONSOLE W/ARMREST • DUAL ILLUM VANITY MIRRORS • FLOOR MATS - FRONT • LEATHER WRAPPED STR WHEEL W/CRUISE AND AUDIO CONTR • POWERPOINTS (2) • SMART CHARGING USB PORT(2) • SPLIT FOLD REAR SEAT • TILT/TELESCOPE STR COLUMN • WINDOWS - GLOBAL OPEN 	<p>FUNCTIONAL</p> <ul style="list-style-type: none"> • AM/FM STEREO • ELECTRONIC PWR ASST STEER • FORDPASS™ CONNECT 4GWIFI • INDEPENDENT REAR SUSPEN • INTELLIGENT ACCESS W/PUSH BUTTON START • LIMITED SLIP REAR AXLE • MYKEY® • REAR VIEW CAMERA • REVERSE SENSING SYSTEM • SELECTABLE DRIVE MODES • SIRIUSXM® - SVC N/A AK&HI • SYNC3® 8" SCR N W/APPLINK® • TRACK APPS™ 	<p>SAFETY/SECURITY</p> <ul style="list-style-type: none"> • ADVANCETRAC ESC • AIRBAG-DRIVER/PASS KNEE • AIRBAGS - DUAL STAGE FRONT • AIRBAGS - FRONT SEAT MOUNTED SIDE IMPACT • AIRBAGS - SIDE AIR CURTAIN • INDIV TIRE PRESS MONIT SYS • LATCH CHILD SAFETY SYSTEM • PERIMETER ALARM • SECURILOCK PASS ANTI THEFT • SOS POST CRASH ALERT SYS <p>WARRANTY</p> <ul style="list-style-type: none"> • 3YR/36000 BUMPER TO BUMPER • 5YR/60,000 POWERTRAIN • 5YR/60,000 ROADSIDE ASSIST
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Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
18 MPG combined city/hwy
15 MPG city
24 MPG highway

Subcompact Cars range from 15 to 113 MPG. The best vehicle rates 136 MPG.

You spend \$3,750 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$2,250

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 3 (Best)

Smog Rating (tailpipe only) 3 (Best)

The vehicle emits 403 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions; learn more at fuelconomy.gov

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 27 MPG and costs \$7,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.70 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
Calculate personalized estimates and compare vehicles

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★★★★
Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash	Driver Passenger	★★★★★
Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.		
Side Crash	Front seat Rear seat	★★★★★
Based on the risk of injury in a side impact.		
Rollover		★★★★★
Based on the risk of rollover in a single-vehicle crash.		

Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA).
www.safercar.gov or 1-888-327-4236

FORD PROTECT™
Enlist on Ford Protect! The only extended service plan fully backed by Ford and honored at every Ford dealership in the U.S., Canada and Mexico. See your Ford Dealer or visit www.FordOwner.com.

WARNING: Operating, servicing and maintaining a passenger vehicle, pickup truck, van, or off-road vehicle can expose you to chemicals including engine exhaust, carbon monoxide, phthalates, and lead, which are known to the State of California to cause cancer and birth defects or other reproductive harm. To minimize exposure, avoid breathing exhaust, do not idle the engine except as necessary, service your vehicle in a well-ventilated area and wear gloves or wash your hands frequently when servicing your vehicle. For more information go to www.P66Warnings.ca.gov/passenger-vehicle

INCLUDED ON THIS VEHICLE (MSRP)

EQUIPMENT GROUP 301A	2,000.00
• DUAL-ZONE ELEC AUTO TEMP CTRL	
• SIRIUSXM RADIO N/A AK&HI	
OPTIONAL EQUIPMENT/OTHER	
PERFORMANCE PACKAGE-LEVEL 2	6,500.00
• 15X10.5(FRT)/19X11(RR) ALUM W	
• MAGNE-RIDE DAMPING SYSTEM	
• 3.73 TORSEN REAR AXLE	
• UNIQUE REAR SPOILER	
• FRONT LICENSE PLATE BRACKET	
• 00 STATE EMISSIONS	
	NO CHARGE
	NO CHARGE

PRICE INFORMATION (MSRP)

BASE PRICE	\$35,630.00
TOTAL OPTIONS/OTHER	8,500.00
TOTAL VEHICLE & OPTIONS/OTHER	44,130.00
DESTINATION & DELIVERY	1,095.00

	RAMP ONE						
	RD27						
	RAMP TWO						
			RAIL				
		ITEM #:	71-8102 Q/T 2				

TOTAL MSRP \$45,225.00

Whether you decide to lease or finance your vehicle, you'll find the choices that are right for you. See your dealer for details or visit www.ford.com/finance.

FORD CREDIT

KK231 N RA X 020 000146 10 23 19

This label is affixed pursuant to the Federal Automobile Information Disclosure Act. Gasoline, License, and Title Fees, State and Local taxes are not included. Dealer installed options or accessories are not included unless listed above.

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BUYER'S GUIDE (USED CARS)

BUYERS GUIDE

IMPORTANT: Spoken promises are difficult to enforce. Ask the dealer to put all promises in writing. Keep this form.

VEHICLE MAKE _____ MODEL _____ YEAR _____ VEHICLE IDENTIFICATION NUMBER (VIN) _____

WARRANTIES FOR THIS VEHICLE:

AS IS - NO DEALER WARRANTY
THE DEALER DOES NOT PROVIDE A WARRANTY FOR ANY REPAIRS AFTER SALE.

DEALER WARRANTY

FULL WARRANTY.

LIMITED WARRANTY. The dealer will pay _____% of the labor and _____% of the parts for the covered systems that fail during the warranty period. Ask the dealer for a copy of the warranty, and for any documents that explain warranty coverage, exclusions, and the dealer's repair obligations. Implied warranties under your state's laws may give you additional rights.

SYSTEMS COVERED: _____ DURATION: _____

NON-DEALER WARRANTIES FOR THIS VEHICLE:

MANUFACTURER'S WARRANTY STILL APPLIES. The manufacturer's original warranty has not expired on some components of the vehicle.

MANUFACTURER'S USED VEHICLE WARRANTY APPLIES.

OTHER USED VEHICLE WARRANTY APPLIES.

Ask the dealer for a copy of the warranty document and an explanation of warranty coverage, exclusions, and repair obligations.


SERVICE CONTRACT. A service contract on this vehicle is available for an extra charge. Ask for details about coverage, deductible, price, and exclusions. If you buy a service contract within 90 days of your purchase of this vehicle, implied warranties under your state's laws may give you additional rights.

ASK THE DEALER IF YOUR MECHANIC CAN INSPECT THE VEHICLE ON OR OFF THE LOT.

OBTAIN A VEHICLE HISTORY REPORT AND CHECK FOR OPEN SAFETY RECALLS. For information on how to obtain a vehicle history report, visit ftc.gov/usedcars. To check for open safety recalls, visit safercar.gov. You will need the vehicle identification number (VIN) shown above to make the best use of the resources on these sites.

SEE OTHER SIDE for important additional information, including a list of major defects that may occur in used motor vehicles.

Si el concesionario gestiona la venta en español, pídale una copia de la Guía del Comprador en español.

ITEM # 8252-NL BG-2017-PA - AH-E-NL MADE IN THE U.S.A. 

8252 - 1-PART BUYERS GUIDE (FORM #2017-PA - AS-IS NO DEALER WARRANTY) - 8.5" x 11" - FRONT

Here is a list of some major defects that may occur in used vehicles.

<p>Frame & Body Frame-cracks, corrective welds, or rusted through Dog tracks—bent or twisted frame</p> <p>Engine Oil leakage, excluding normal seepage Cracked block or head Belts missing or inoperable Knocks or misses related to camshaft lifters and push rods Abnormal exhaust discharge</p> <p>Transmission & Drive Shaft Improper fluid level or leakage, including normal seepage Cracked or damaged case which is visible Abnormal noise or vibration caused by faulty transmission or drive shaft Improper shifting or functioning in any gear Manual clutch slips or chatters</p> <p>Differential Improper fluid level or leakage, including normal seepage Cracked or damaged housing which is visible Abnormal noise or vibration caused by faulty differential</p>	<p>Cooling System Leakage including radiator Improperly functioning water pump</p> <p>Electrical System Battery leakage Improperly functioning alternator, generator, battery, or starter</p> <p>Fuel System Visible leakage</p> <p>Inoperable Accessories Gauges or warning devices Air conditioner Heater & Defroster</p> <p>Brake System Failure warning light broken Pedal not firm under pressure (DOT spec.) Not enough pedal reserve (DOT spec.) Does not stop vehicle in straight line (DOT spec.)</p> <p>Hoses damaged Drum or rotor too thin (Mfr. Specs) Lining or pad thickness less than 1/32 inch Power unit not operating or leaking Structural or mechanical parts damaged</p> <p>Air Bags</p>	<p>Steering System Too much free play at steering wheel (DOT spec.) Free play in linkage more than 1/4 inch Steering gear binds or jams Front wheels aligned improperly (DOT spec.) Power unit belts cracked or slipping Power unit fluid level improper</p> <p>Suspension System Ball joint seals damaged Structural parts bent or damaged Stabilizer bar disconnected Spring broken Shock absorber mounting loose Rubber bushings damaged or missing Radius rod damaged or missing Shock absorber leaking or functioning improperly</p> <p>Tires Tread depth less than 2/32 inch Sizes mismatched Visible damage</p> <p>Wheels Visible cracks, damage or repairs Mounting bolts loose or missing</p> <p>Exhaust System Leakage Catalytic Converter</p>
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DEALER NAME _____

ADDRESS _____

TELEPHONE _____ EMAIL _____

FOR COMPLAINTS AFTER SALE, CONTACT: _____

I hereby acknowledge receipt of the Buyers Guide at the closing of this sale:

VEHICLE BUYER'S SIGNATURE _____ DATE _____

IMPORTANT: The information on this form is part of any contract to buy this vehicle. Removing this label before consumer purchase (except for purpose of test-driving) violates federal law (16 C.F.R. 455).

ITEM # 82550

#82550 - 1-PART PERMANENT ADHESIVE BUYERS GUIDE (FORM #BG-2017-PA) - 8.5" x 11" - BACK

ADDENDUM STICKER

TOYOTA CHULA VISTA 
WE GO THE EXTRA MILE

Stock: 312167
VIN: JTMB6RFV9MD038954

Year: 2021 Color: B. PEARL
Make: Toyota Trim: XLEAWD
Model: RAV4 Hybrid

Manufacturer Retail Price: \$39,303.00

Dealer Installed Options

FUSION SECURITY SYSTEM \$695.00
CAREFREE PAINT PROTECTION \$499.00


TOYOTA
Subtotal: \$1,194.00

Total: \$40,497.00

Toyota Chula Vista
650 Main St
Chula Vista CA 91911
(619) 591-0900



THIS ADDENDUM HAS BEEN ADDED BY THE DEALER, NOT THE MANUFACTURER, TO REFLECT ANY ADDITIONAL CHARGES FOR ITEMS ADDED OR SERVICES PERFORMED.
THIS IS NOT AN AUTHORIZED FACTORY STICKER.

 **LITHIA**
OF SANTA ROSA

Stock: NG134057
VIN: 3C63RRGL4NG134057

Year: 2022 Model: 3500
Make: Ram Trim: Tradesman

Manufacturer Retail Price: \$67,150.00

Dealer Installed Options

 **PERMAPLATE® \$995.00**
PermaPlate:
Scratch/ Peel/ Fade Warranty

Off Road Running Boards \$1,500.00
Off Road Running Boards

Market Adjustment \$1,995.00
Market Adjustment

Dealers Asking Price* \$71,640.00
(Not the Manufacturer's Suggested Retail Price)

Lithia of Santa Rosa
2727 Dowd Dr
Santa Rosa CA 95407
(888) 855-3761

SCAN FOR INFO




INCLUDES DEALER INSTALLED OPTIONS
Plus government fees and taxes, any finance charge, any dealer document processing charge, any electronic filing charge and any emissions testing charge.
THIS IS NOT AN AUTHORIZED FACTORY STICKER

INDEPENDENCE MAZDA ADVANTAGE

Stock: 4592
VIN: JM3TCBEY0H0127297

Year: 2017 Color: White
Make: Mazda Trim: Signature
Model: CX-9

Suggested Retail Price: \$46,285.00

Dealer Installed Options

Included

Independence Mazda Advantage
Lifetime Warranty
Exterior Paint Protection
Interior Protection Treatment
150,000 Mile Engine Protection Program
Headlight Protection
Roadside Assistance
Tire Repair Coverage
Window VIN Etch w/ Anti-Theft Warranty, Rental Car Coverage & Deductible Assistance
Nitrogen Filled Tires w/ 3 FREE Refills
Windshield Treatment w/ 3 FREE Re-applies
2 Years of Oil Changes
Lifetime State Inspections
Lifetime Loaner Vehicles
Lifetime Shuttle Service

(Good only at Independence Mazda)

Total Price \$46,285.00

DEALER:
Independence Mazda
6735 E Independence Blvd
Charlotte NC 28212
(704) 563-1510

EPA DOT Fuel Economy & Environment

For Smog, Fuel Economy & Greenhouse Gas Ratings visit fuel economy.org

Smartphone QR Code



THIS ADDENDUM HAS BEEN ADDED BY THE DEALER, NOT THE MANUFACTURER, TO REFLECT ANY ADDITIONAL CHARGES FOR ITEMS ADDED OR SERVICES PERFORMED.
THIS IS NOT AN AUTHORIZED FACTORY STICKER.

ADVANTAGE BRIDGEVIEW

Stock: C22079
VIN: 1G1YB2D46N5109135

Year: 2022 Color: Rapid Blue
Make: Chevrolet Trim: 2LT
Model: Corvette

Manufacturer Retail Price: \$84,155.00

Dealer Installed Options

DIAMOND \$3,495.00
CERAMIC NANO COATING
Diamond Ceramic Protection:
Interior Appearance Protection
Diamond Ceramic Exterior Protection

Market Adjustment \$25,000.00


CHEVROLET
Subtotal: \$28,495.00

Total: \$112,650.00

Advantage Chevrolet of Bridgeview
8200 S Harlem Ave
Bridgeview IL 60455
708-924-5704



THIS ADDENDUM HAS BEEN ADDED BY THE DEALER, NOT THE MANUFACTURER, TO REFLECT ANY ADDITIONAL CHARGES FOR ITEMS ADDED OR SERVICES PERFORMED.
THIS IS NOT AN AUTHORIZED FACTORY STICKER.

COST



Source: Image generated using DALL·E, OpenAI

PRINTING COSTS OF UPDATE OF MONRONEY STICKERS



- Program: New Car Assessment Program (NCAP); Safety Labeling (National Highway Traffic Safety Administration, 08/13/2007).
- NHTSA Response:
 - Cited a previous agency study, estimating label costs between \$0.09 and \$0.16 per vehicle (2006 dollars).
 - Concluded that the cost burden would not have a significant economic impact on vehicle alterers.

PRIVACY LABEL INFORMATION AND DESIGN EXAMPLES



Source: Image generated using DALL·E, OpenAI

PRIVACY LABEL INFORMATION

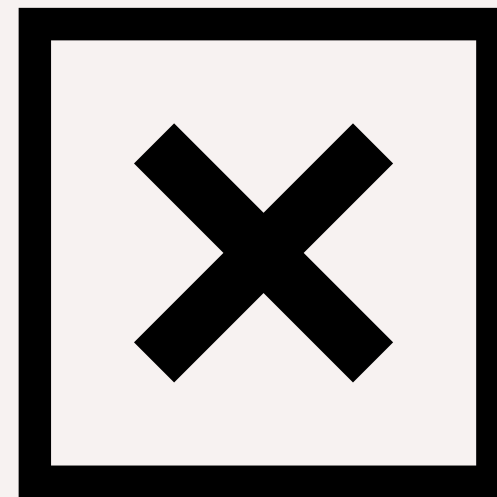
Privacy
Notice



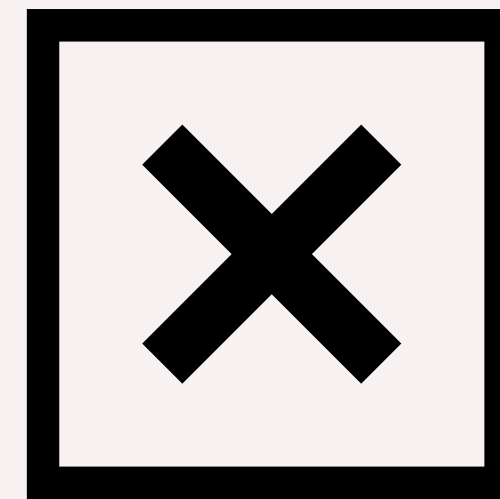
Collect
Personal
Data



Sell
Personal
Data




Universal
Opt-Out



EXAMPLE

MONRONEY STICKER (NEW CARS)

VEHICLE DESCRIPTION

SHELBY GT500
 2020 SHELBY GT500 COUPE
 4-PASSENGER SPORTS CAR
 5.2L SUPERCHARGED V8
 TREMEC 7-SPEED DUAL CLUTCH

EXTERIOR
 OXFORD WHITE

INTERIOR
 EBONY LTHR RECARO GRAY ACNT

STANDARD EQUIPMENT INCLUDED AT NO EXTRA CHARGE

<p>EXTERIOR</p> <ul style="list-style-type: none"> 2-PIECE VENT BRAKE ROTORS ALUM FRONT BUMPER BEAM AUTO HEADLAMPS BREMBO™ BRAKE CALIPERS EASY FUEL® CAPLESS FILLER HID PROJECTOR HEADLAMPS HOOD VENT LED SIGNATURE LAMPS LED TAILLAMPS W/ SEQUENTIAL TURN SIGNAL MANUAL FOLD POWER MIRRORS QUAD TIP DUAL EXHAUST TIRE INFLATOR/SEALANT KIT UNIQUE HOOD W/HOOD PINS 	<p>INTERIOR</p> <ul style="list-style-type: none"> 12" LCD DIGITAL IP CLUSTER 1 TOUCH UP/DOWN DR/PASS WIN ALCANTARA®-WRAPPED STR WHL AUTO-DIM REARVIEW MIRROR CENTER CONSOLE W/ARMREST CRUISE CONTROL DUAL ILLUM VANITY MIRRORS DUAL-ZONE ELECTRONIC AUTO CLIMATE CONTROL FRONT FLOOR MATS - BLACK GT500 EXCLUSIVE TRIM PKG PADDLE SHIFTERS TILT/TELESCOPE STR COLUMN WINDOWS - GLOBAL OPEN 	<p>FUNCTIONAL</p> <ul style="list-style-type: none"> ELECTRONIC PWR ASST STEER ENGINE OIL COOLER FORDPASS™ CONNECT 4GWI-FI INDEPENDENT REAR SUSPEN INTELLIGENT ACCESS W/PUSH BUTTON START LAUNCH CONTROL/LINE LOCK MAGNERIDE® DAMPING SYSTEM REAR VIEW CAMERA REMOTE KEYLESS ENTRY SYNCS®3 W/8" TOUCHSCREEN TORSEN® DIFFERENTIAL W/ 3.73 AXLE RATIO TRACK APPS™ TRANSMISSION OIL COOLER 	<p>SAFETY/SECURITY</p> <ul style="list-style-type: none"> ADVANCETRAC ESC AIRBAG-DRIVER/PASS KNEE AIRBAG'S - DUAL STAGE FRONT MOUNTED SIDE IMPACT AIRBAG'S - FRONT SEAT INDIV TIRE PRESS MONIT SYS LATCH CHILD SAFETY SYSTEM PERIMETER ALARM SECURILOCK PASS ANTI THEFT SOS POST CRASH ALERT SYS <p>WARRANTY</p> <ul style="list-style-type: none"> 3YR/36000 BUMPER TO BUMPER 5YR/60,000 POWERTRAIN 5YR/60,000 ROADSIDE ASSIST
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INCLUDED ON THIS VEHICLE (MSRP)

EQUIPMENT GROUP 950A	
OPTIONAL EQUIPMENT/OTHER	
306(FR),315(RR)/30R20	
RECARO LEATHER-TRIMMED SEATS	1,095.00
VINYL OVER-THE-TOP STRIPE	1,000.00
HIGH GLOSS KONA BLUE STRIPE TECHNOLOGY PACKAGE	3,000.00
B&O SOUND SYSTEM,12 SPKR	
BLUS W/CROSS-TRAFFIC ALERT	
VOICE-ACT TOUCHSCREEN NAV SYS	
GRAY VEH COV *DLR-INSTLD-ACCY	395.00
*** GAS GUZZLER TAX ***	2,600.00
50 STATE EMISSIONS	NO CHARGE

PRICE INFORMATION (MSRP)

BASE PRICE	\$70,300.00
TOTAL OPTIONS/OTHER	8,590.00
TOTAL VEHICLE & OPTIONS/OTHER	78,890.00
DESTINATION & DELIVERY	1,095.00

GT500

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy

14 MPG combined city/hwy
12 MPG city
18 MPG highway

Subcompact Cars range from 14 to 109 MPG. The best vehicle rates 136 MPG.

You spend \$10,000 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$3,500

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **Smog Rating** (tailpipe only)

1 (Best) **10** (Worst) **3** (Best) **10** (Worst)

This vehicle emits 631 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions; learn more at fuelconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 27 MPG and costs \$7,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.25 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
Calculate personalized estimates and compare vehicles.

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★★★★
Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash	Driver Passenger	★★★★★
Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.		
Side Crash	Front seat Rear seat	★★★★★
Based on the risk of injury in a side impact.		
Rollover		★★★★★
Based on the risk of rollover in a single-vehicle crash.		

Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest.
 Source: National Highway Traffic Safety Administration (NHTSA).
www.safercar.gov or 1-888-327-4236

1FA6P8SJ7L5501250

WARNING: Operating, servicing and maintaining a passenger vehicle, pickup truck, van, or off-road vehicle can expose you to chemicals including engine exhaust, carbon monoxide, phthalates, and lead, which are known to the State of California to cause cancer and birth defects or other reproductive harm. To minimize exposure, avoid breathing exhaust, do not idle the engine except as necessary, service your vehicle in a well-ventilated area and wear gloves or wash your hands frequently when servicing your vehicle. For more information go to www.P65Warnings.ca.gov/passenger-vehicle.

FORD PROTECT
Insist on Ford Protect! The only extended service plan fully backed by Ford and honored at every Ford dealership in the U.S., Canada and Mexico. See your Ford dealer or visit www.FordOwner.com.


Scan QR Code to view details

	RAMP ONE		TOTAL MSRP \$79,985.00
	CT51		
	RAMP TWO	CONVOY	
		ITEM #:	
		47-1110 Q/T 2	
This label is affixed pursuant to the Federal Automobile Information Disclosure Act. Gasoline, License, and Title Fees, State and Local taxes are not included. Dealer installed options or accessories are not included unless listed above.			LB181 N RA 2X 035 001298 02 18 20

Privacy Notice Collect Personal Data Sell Personal Data Universal Opt-Out

EXAMPLE

MONRONEY STICKER (NEW CARS)



MUSTANG
2020 GT COUPE
4-PASSENGER SPORTS CAR
5.0L TI-VCT V8
6-SPEED MANUAL TRANSMISSION

EXTERIOR
OXFORD WHITE

INTERIOR
EBONY CLOTH SEATS

Go Further
ford.com

STANDARD EQUIPMENT INCLUDED AT NO EXTRA CHARGE

<p>EXTERIOR</p> <ul style="list-style-type: none"> EASY FUEL® CAPLESS FILLER FOG LAMPS-LED GRILLE-PAINTED BLACK HEADLAMPS - AUTOLAMP (ON/OFF) HEADLAMPS- LED WITH SIGNATURE LIGHTING HOOD VENTS MIRRORS -MAN-FOLD POWER W/ INTEGRATED BLIND SPOT QUAD TIP DUAL EXHAUST TAILLAMPS-LED W/SEQUENTIAL TURN SIGNAL WIPERS- INTERMITTENT 	<p>INTERIOR</p> <ul style="list-style-type: none"> 1TOUCH UP/DOWN DR/PASS WIN 6-WAY PWR DRV & 4-WAY PWR PASS SEATS AUTODIM REARVIEW MIRROR CENTER CONSOLE W/ARMREST DUAL ILLUM VANITY MIRRORS FLOOR MATS - FRONT LEATHER WRAPPED STR WHEEL W/CRUISE AND AUDIO CONTR POWERPOINTS (2) SMART CHARGING USB PORT(2) SPLIT FOLD REAR SEAT TILT/TELESCOPE STR COLUMN WINDOWS - GLOBAL OPEN 	<p>FUNCTIONAL</p> <ul style="list-style-type: none"> AM/FM STEREO ELECTRONIC PWR ASST STEER FORDPASS™ CONNECT 4GWI-FI INDEPENDENT REAR SUSPEN INTELLIGENT ACCESS W/PUSH BUTTON START LIMITED SLIP REAR AXLE MYKEY® REAR VIEW CAMERA REVERSE SENSING SYSTEM SELECTABLE DRIVE MODES SIRIUSXM® - SVC N/A AK&HI SYNC3® 8" SCRN W/APPLINK® TRACK APPS™ 	<p>SAFETY/SECURITY</p> <ul style="list-style-type: none"> ADVANCETRAC ESC AIRBAG-DRIVER/PASS KNEE AIRBAGS - DUAL STAGE FRONT AIRBAGS - FRONT SEAT MOUNTED SIDE IMPACT AIRBAGS - SIDE AIR CURTAIN INDIV TIRE PRESS MONIT SYS LATCH CHILD SAFETY SYSTEM PERIMETER ALARM SECURILOCK PASS ANTI THEFT SOS POST CRASH ALERT SYS
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INCLUDED ON THIS VEHICLE

EQUIPMENT GROUP 301A	(MSRP) 2,000.00
•DUAL-ZONE ELEC AUTO TEMP CTRL	
•SIRIUSXM RADIO N/A AK&HI	
OPTIONAL EQUIPMENT/OTHER	(MSRP) 6,500.00
PERFORMANCE PACKAGE-LEVEL 2	
.19X10.5(FRT)/19X11(RR) ALUM W	
MAGNE-RIDE DAMPING SYSTEM	
3.73 TORSEN REAR AXLE	
UNIQUE REAR SPOILER	
FRONT LICENSE PLATE BRACKET	
50 STATE EMISSIONS	
NO CHARGE	NO CHARGE

PRICE INFORMATION

BASE PRICE	\$35,630.00
TOTAL OPTIONS/OTHER	8,500.00
TOTAL VEHICLE & OPTNS/OTHER	44,130.00
DESTINATION & DELIVERY	1,095.00

TOTAL MSRP \$45,225.00

Whether you decide to lease or finance your vehicle, you'll find the choices that are right for you. See your dealer for details or visit www.ford.com/finance.

KK231 N RA X 020 000146 10 23 19

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
18 MPG combined city/hwy
15 city
24 highway
5.6 gallons per 100 miles

You spend \$3,750 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$2,250

Fuel Economy & Greenhouse Gas Rating (subcompact) 3 (Best)

Smog Rating (subcompact) 3 (Best)

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 27 MPG and costs \$7,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.70 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fueleconomy.gov
Calculate personalized estimates and compare vehicles

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★★★★
Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash	Driver Passenger	★★★★★
Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.		
Side Crash	Front seat Rear seat	★★★★★
Based on the risk of injury in a side impact.		
Rollover		★★★★★
Based on the risk of rollover in a single-vehicle crash.		

Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA). www.safercar.gov or 1-888-327-4236

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FORD PROTECT
Rely on Ford Protect! The only extended service plan fully backed by Ford and honored at every Ford dealership in the U.S., Canada and Mexico. See your Ford dealer or visit www.fordowner.com.

SCAN OR TEXT: 3FJ533823 TO 48000

Help & Info: Visit www.ford.com/help/privacy-terms

Privacy Notice

Collect Personal Data	Sell Personal Data	Universal Opt-Out
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXAMPLE

BUYER'S GUIDE (USED CARS)

BUYERS GUIDE

IMPORTANT: Spoken promises are difficult to enforce. Ask the dealer to put all promises in writing. Keep this form.

VEHICLE MAKE _____ MODEL _____ YEAR _____ VEHICLE IDENTIFICATION NUMBER (VIN) _____

WARRANTIES FOR THIS VEHICLE:

AS IS - NO DEALER WARRANTY
THE DEALER DOES NOT PROVIDE A WARRANTY FOR ANY REPAIRS AFTER SALE.

DEALER WARRANTY

FULL WARRANTY.

LIMITED WARRANTY. The dealer will pay _____% of the labor and _____% of the parts for the covered systems that fail during the warranty period. Ask the dealer for a copy of the warranty, and for any documents that explain warranty coverage, exclusions, and the dealer's repair obligations. Implied warranties under your state's laws may give you additional rights.

SYSTEMS COVERED: _____ **DURATION:** _____

EXAMPLE

Privacy Notice	Collect Personal Data	Sell Personal Data	Universal Opt-Out
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NON-DEALER WARRANTIES FOR THIS VEHICLE:

MANUFACTURER'S WARRANTY STILL APPLIES. The manufacturer's original warranty has not expired on some components of the vehicle.

MANUFACTURER'S USED VEHICLE WARRANTY APPLIES.

OTHER USED VEHICLE WARRANTY APPLIES.

Ask the dealer for a copy of the warranty document and an explanation of warranty coverage, exclusions, and repair obligations.

SERVICE CONTRACT. A service contract on this vehicle is available for an extra charge. Ask for details about coverage, deductible, price, and exclusions. If you buy a service contract within 90 days of your purchase of this vehicle, implied warranties under your state's laws may give you additional rights.

ASK THE DEALER IF YOUR MECHANIC CAN INSPECT THE VEHICLE ON OR OFF THE LOT.

OBTAIN A VEHICLE HISTORY REPORT AND CHECK FOR OPEN SAFETY RECALLS. For information on how to obtain a vehicle history report, visit ftc.gov/usedcars. To check for open safety recalls, visit safercar.gov. You will need the vehicle identification number (VIN) shown above to make the best use of the resources on these sites.

SEE OTHER SIDE for important additional information, including a list of major defects that may occur in used motor vehicles.

Si el concesionario gestiona la venta en español, pídale una copia de la Guía del Comprador en español.

ITEM # 8252-NL BG-2017-PA - A/E-NL MADE IN THE U.S.A.

8252 - 1-PART BUYERS GUIDE (FORM #2017-PA - AS-IS NO DEALER WARRANTY) - 8.5" x 11" - FRONT

Here is a list of some major defects that may occur in used vehicles.

Frame & Body Frame-cracks, corrective welds, or rusted through Dog tracks—bent or twisted frame Engine Oil leakage, excluding normal seepage Cracked block or head Belts missing or inoperable Knocks or noises related to camshaft lifters and push rods Abnormal exhaust discharge Transmission & Drive Shaft Improper fluid level or leakage, including normal seepage Cracked or damaged case which is visible Abnormal noise or vibration caused by faulty transmission or drive shaft Improper shifting or functioning in any gear Manual clutch slips or chatters Differential Improper fluid level or leakage, including normal seepage Cracked or damaged housing which is visible Abnormal noise or vibration caused by faulty differential	Cooling System Leakage including radiator Improperly functioning water pump Electrical System Battery leakage Improperly functioning alternator, generator, battery, or starter Fuel System Visible leakage Inoperable Accessories Gauges or warning devices Air conditioner Heater & Defroster Brake System Failure warning light broken Pedal not firm under pressure (DOT spec.) Not enough pedal reserve (DOT spec.) Does not stop vehicle in straight line (DOT spec.) Hoses damaged Drum or rotor too thin (Mfr. Specs) Lining or pad thickness less than 1/32 inch Power unit not operating or leaking Structural or mechanical parts damaged Air Bags	Steering System Too much free play at steering wheel (DOT spec.) Free play in linkage more than 1/4 inch Steering gear binds or jams Front wheels aligned improperly (DOT spec.) Power unit belts cracked or slipping Power unit fluid level improper Suspension System Ball joint seals damaged Structural parts bent or damaged Stabilizer bar disconnected Spring broken Shock absorber mounting loose Rubber bushings damaged or missing Radius rod damaged or missing Shock absorber leaking or functioning improperly Tires Tread depth less than 2/32 inch Sizes mismatched Visible damage Wheels Visible cracks, damage or repairs Mounting bolts loose or missing Exhaust System Leakage Catalytic Converter
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DEALER NAME _____

ADDRESS _____

TELEPHONE _____ EMAIL _____

FOR COMPLAINTS AFTER SALE, CONTACT: _____

I hereby acknowledge receipt of the Buyers Guide at the closing of this sale:

VEHICLE BUYER'S SIGNATURE _____ DATE _____

IMPORTANT: The information on this form is part of any contract to buy this vehicle. Removing this label before consumer purchase (except for purpose of test-driving) violates federal law (16 C.F.R. 455).

ITEM # 82550

#82550 - 1-PART PERMANENT ADHESIVE BUYERS GUIDE (FORM #BG-2017-PA) - 8.5" x 11" - BACK

ADDENDUM STICKER

TOYOTA

CHULA VISTA

WE GO THE EXTRA MILE

Stock: 312167
VIN: JTMB6RFV9MD038954

Year: 2021 Color: B. PEARL
Make: Toyota Trim: XLEAWD
Model: RAV4 Hybrid

Manufacturer Retail Price: \$39,303.00

Dealer Installed Options

FUSION SECURITY SYSTEM	\$695.00
CAREFREE PAINT PROTECTION	\$499.00

Privacy Notice	Collect Personal Data	Sell Personal Data	Universal Opt-Out
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Subtotal: \$1,194.00

Total:

\$40,497.00

Toyota Chula Vista
650 Main St
Chula Vista CA 91911
(619) 591-0900

THIS ADDENDUM HAS BEEN ADDED BY THE DEALER, NOT THE MANUFACTURER, TO REFLECT ANY ADDITIONAL CHARGES FOR ITEMS ADDED OR SERVICES PERFORMED.
THIS IS NOT AN AUTHORIZED FACTORY STICKER.

LITHIA

OF SANTA ROSA

Stock: NG134057
VIN: 3C63RRGL4NG134057

Year: 2022 Model: 3500
Make: Ram Trim: Tradesman

Manufacturer Retail Price: \$67,150.00

Dealer Installed Options

PERMAPLATE® PermaPlate: Scratch/ Peel/ Fade Warranty	\$995.00
Off Road Running Boards <small>Off Road Running Boards</small>	\$1,500.00
Market Adjustment <small>Market Adjustment</small>	\$1,995.00

Privacy Notice	Collect Personal Data	Sell Personal Data	Universal Opt-Out
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Subtotal: \$1,995.00

Dealers Asking Price*

\$71,640.00

(Not the Manufacturer's Suggested Retail Price)

Lithia of Santa Rosa
2727 Dowd Dr
Santa Rosa CA 95407
(888) 855-3761

SCAN FOR INFO

INCLUDES DEALER INSTALLED OPTIONS
Plus government fees and taxes, any finance charge, any dealer document processing charge, any electronic filing charge and any emissions testing charge.
THIS IS NOT AN AUTHORIZED FACTORY STICKER.

INDEPENDENCE

MAZDA

ADVANTAGE

Stock: 4592
VIN: JM3TCBEY0H0127297

Year: 2017 Color: White
Make: Mazda Trim: Signature
Model: CX-9

Suggested Retail Price: \$46,285.00

Dealer Installed Options

Independence Mazda Advantage	Included
Lifetime Warranty	
Exterior Paint Protection	
Interior Protection Treatment	
150,000 Mile Engine Protection Program	
Headlight Protection	
Roadside Assistance	
Tire Repair Coverage	
Window VIN Etch w/ Anti-Theft Warranty, Rental Car Coverage & Deductible Assistance	
Nitrogen Filled Tires w/ 3 FREE Refills	
Windshield Treatment w/ 3 FREE Re-applies	
2 Years of Oil Changes	
Lifetime State Inspections	
Lifetime Loaner Vehicles	
Lifetime Shuttle Service	

(Good only at participating dealers)

Privacy Notice	Collect Personal Data	Sell Personal Data	Universal Opt-Out
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Subtotal: \$46,285.00

Total Price

\$46,285.00

DEALER:
Independence Mazda
6735 E Independence Blvd
Charlotte NC 28212
(704) 563-1510

EPA Fuel Economy & Environment

For Smog, Fuel Economy & Greenhouse Gas Ratings visit fuel economy.org

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ADVANTAGE

BRIDGEVIEW

Stock: C22079
VIN: 1G1YB2D46N5109135

Year: 2022 Color: Rapid Blue
Make: Chevrolet Trim: 2LT
Model: Corvette

Manufacturer Retail Price: \$84,155.00

Dealer Installed Options

DIAMOND <small>CERAMIC NANO COATING</small> Diamond Ceramic Protection: Interior Appearance Protection Diamond Ceramic Exterior Protection	\$3,495.00
Market Adjustment <small>Market Adjustment</small>	\$25,000.00

Privacy Notice	Collect Personal Data	Sell Personal Data	Universal Opt-Out
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Subtotal: \$28,495.00

Total:

\$112,650.00

Advantage Chevrolet of Bridgeview
8200 S Harlem Ave
Bridgeview IL 60455
708-924-5704

THIS ADDENDUM HAS BEEN ADDED BY THE DEALER, NOT THE MANUFACTURER, TO REFLECT ANY ADDITIONAL CHARGES FOR ITEMS ADDED OR SERVICES PERFORMED.
THIS IS NOT AN AUTHORIZED FACTORY STICKER.

ADVOCACY FOR IOTAB SUPPORT



Source: Image generated using DALL·E, OpenAI

NEGATIVE IMPACT ON AUTOMAKERS



- **Stock Price Impact**
- **Decrease in Auto Sales**
- **Litigation Costs**
- **Remediation Costs**
- **Vehicle Recalls**
- **Data Breaches**
- **Reputational Damage**
- **Customer Dissatisfaction**

Source: Image generated using DALL-E, OpenAI

NEGATIVE IMPACT ON CONSUMERS



Source: Image generated using DALL-E, OpenAI

- **Loss of Trust**
- **Identity Theft**
- **Financial Fraud**
- **Third Party Data Sharing**
- **Lack of Transparency**
- **Phishing Attacks**
- **Cyber Stalking**
- **Personal Safety Concerns**
- **Insurance rate hikes**
/ denials

WHY THIS, AND WHY NOW?



Source: Image generated using DALL-E, OpenAI

- **Elevates U.S. Leadership in Vehicle Data Privacy**
- **Boosts Consumer Confidence in Technology-Embedded Vehicle Purchases**
- **Supports Economic Stability by Reducing Auto Related Cyber Breaches**
- **Reduces Risks of Identity Theft and Financial Fraud**
- **Enhances Public Safety Related to Cyberstalking**
- **Supports Innovation in Privacy and Security Technologies**
- **Empowers Consumers to Make Informed Buying Decisions**

ENABLING RECOMMENDATION ER3.3.6:

Enabling Recommendation ER3.3.6: Require IoT Privacy information on new car automobile "Monroney Stickers".

Supported by Finding x.x

In the landscape of connected automobiles, where privacy concerns are mounting, a crucial recommendation has been presented to the U.S. government: including IoT Privacy Information on "Monroney Stickers" for new cars **and Buyer's Guides for** used cars. This recommendation aims to leverage the traditional role of Monroney Stickers – known for detailing fuel efficiency and safety ratings – to now also disclose vital information about IoT privacy. This encompasses data collection, retention, sale, and the availability of a universal opt-out feature.

This initiative is primarily driven by the need to enhance consumer protection and address growing concerns over personal data use and sharing by IoT devices in automobiles. The urgency of this issue is highlighted by findings from the Mozilla Foundation's Automobile Privacy Report in 2023, which reveals that all 25 car brands reviewed in this report collect personal data, with most sharing or selling this information. The report further indicates that most brands offer limited control over drivers' data, and many have concerning records regarding privacy breaches. Notably, the report notes that none of the car brands reviewed that participate under the Alliance for Automotive Innovation adhere to voluntary consumer protection principles focusing on data privacy.

Implementing this recommendation requires a standardized, straightforward, and concise method to present IoT privacy information, ensuring compliance with existing privacy laws and adaptability to future technological developments. The U.S. government must also prepare for possible resistance from automakers concerned about cost implications, the task of educating consumers about the importance of this information, and the complexity of the regulatory landscape governing IoT and privacy.

A united effort from various U.S. government agencies is imperative to successfully implement this recommendation. Agencies such as the Federal Trade Commission (FTC), National Highway Traffic Safety Administration (NHTSA), Federal Communications Commission (FCC), Department of Transportation (DOT), and the **Cybersecurity and Infrastructure Security Agency (CISA) Environmental Protection Agency (EPA)** could play critical roles. Their involvement would uphold the principles of the Automobile Information Disclosure Act of 1958 and significantly bolster consumer rights in an era increasingly defined by connected technology.

ANSWERS TO BOARD QUESTIONS



Source: Image generated using DALL·E, OpenAI

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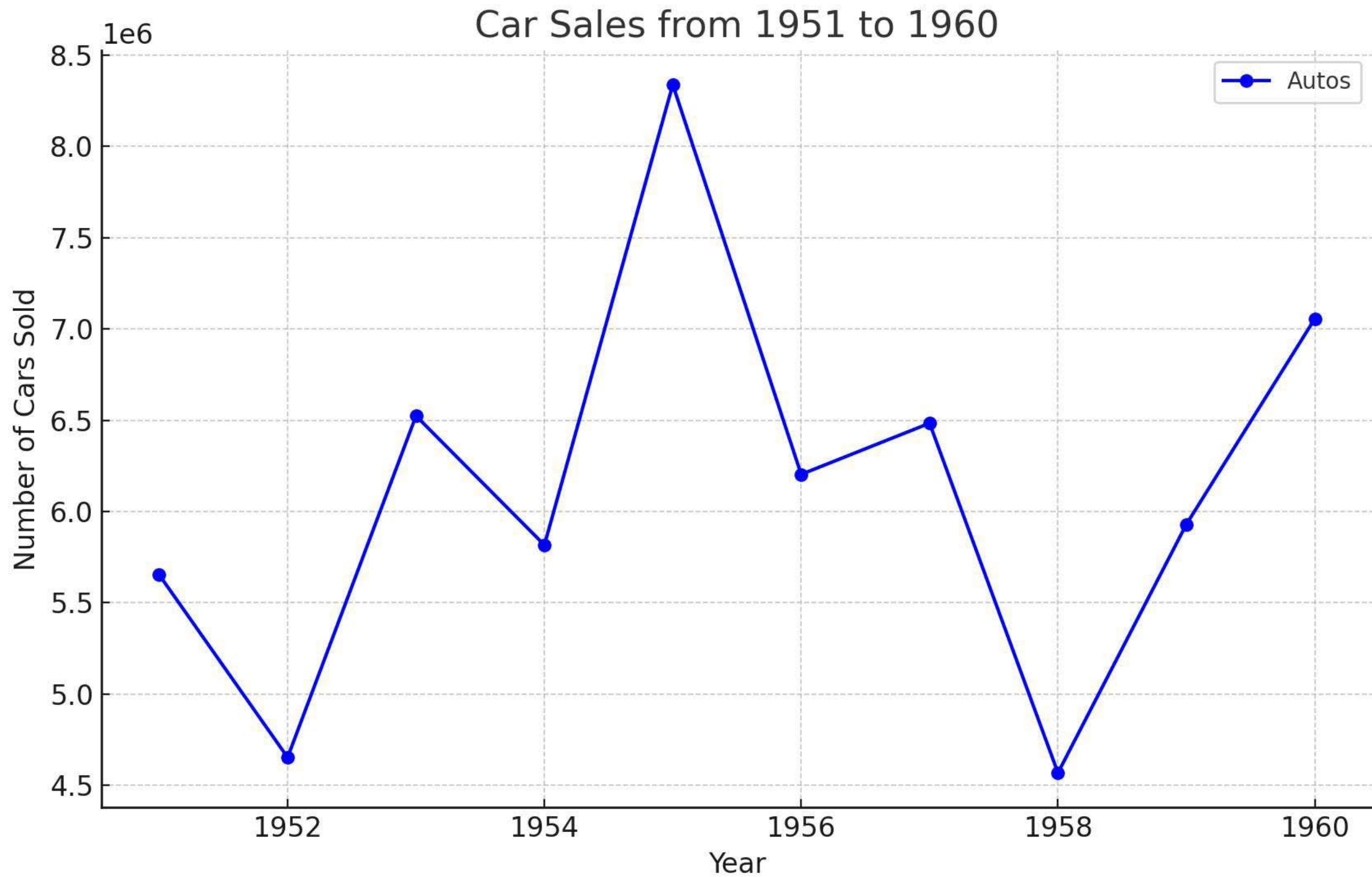
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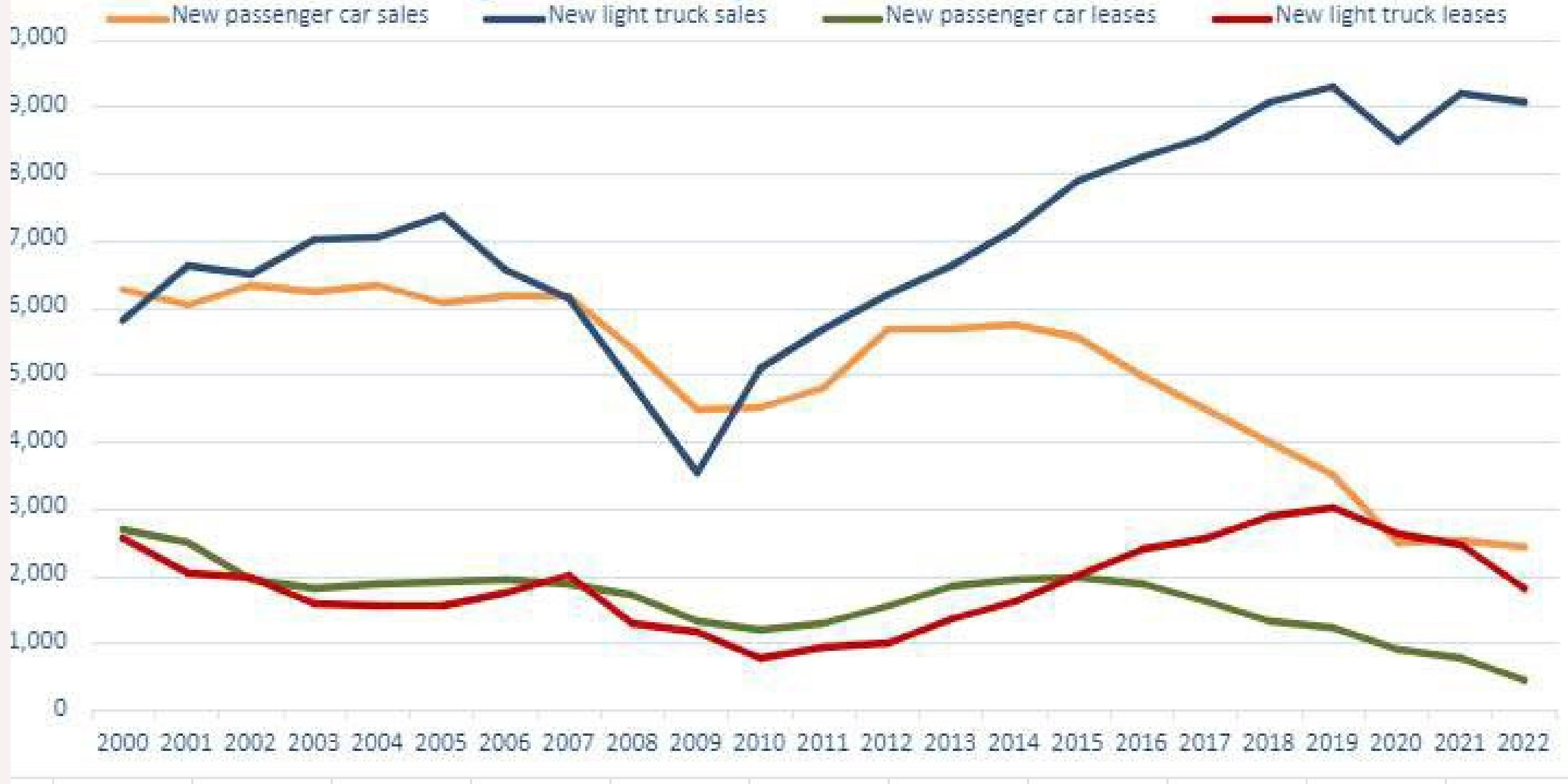
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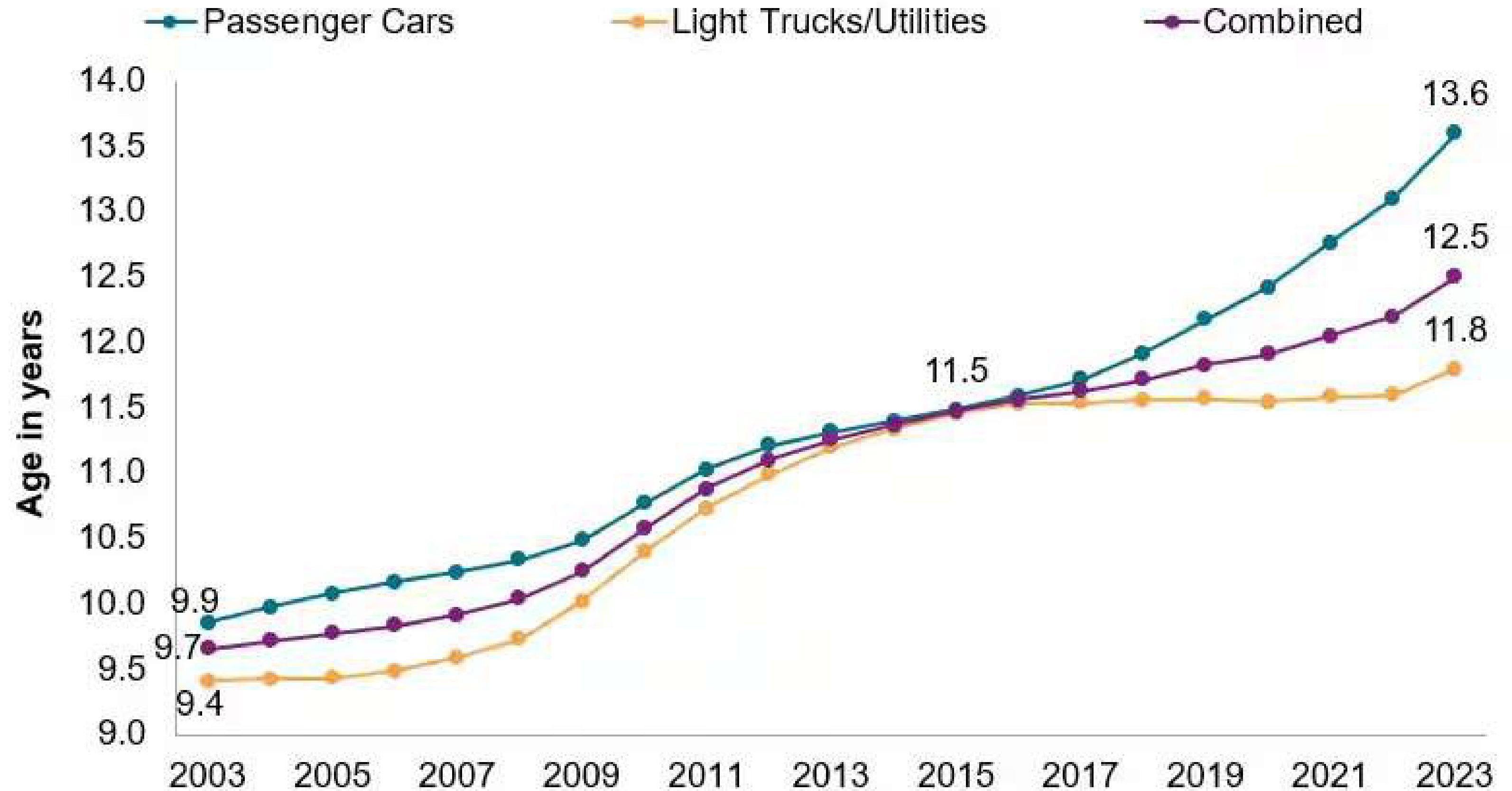


New Passenger Car and Light Truck Sales and Leases



Source: United States. Department of Transportation. Bureau of Transportation Statistics

Average Age of Vehicles in the United States from 2003 to 2023



Other Vehicle Sticker Examples - Size

BRZ

VIN: JF1ZCAG1XG960106
 Model/Code: 2016 Subaru BRZ Limited / GZE
 Exterior Color: WR Blue Pearl
 Port / Assembly: Vancouver, WA
 Deliver by / Carrier: Truck / 403

SHIP TO: _____ SOLD TO: _____

SUBARU
Confidence in Motion

STANDARD EQUIPMENT

SAFETY

- Vehicle Stability Control (VSC)
- Subaru Advanced Frontal Air Bag System
- Front Seat Side-Impact Airbags
- Side-Curtain Airbags
- 4-Wheel Disc Brakes w/Brake Assist
- Anti-Lock Braking System (ABS)
- Electronic Brake-Force Distribution
- Rear Vision Camera
- Tire Pressure Monitoring System (TPMS)
- Ring-Shaped Reinforcement Frame
- Anti-Theft Alarm & Immobilizer System
- Daytime Running Lights (DRL)

PERFORMANCE

- Rear-Wheel Drive (RWD)
- 2.0L Horizontally-Opposed DOHC Engine
- Torsen Limited-Slip Rear Differential
- Sport-Tuned Suspension
- 17-inch Aluminum Alloy Wheels
- 215/45 R17 Summer-Performance Tires

INTERIOR / EXTERIOR

- High-Intensity Discharge Headlights
- 6.2 Infotainment Sys., HD Radio/CD Player
- Bluetooth Hands-Free Phone Connectivity
- SiriusXM (SubReq) & USB Port w/iPod Con

Automatic Climate Control w/Filtration

- Front Fog Lights & Rear Decklid Spoiler
- Cruise Control&Tilt/Telescopic Steering
- Power Door Locks & Dual Power Mirrors
- Keyless Access with Push-Button Start
- Power Windows with Auto-Up/Down
- Leather-Wrapped Steering Wheel & Shifter
- Alcantara-Trimmed Upholstery
- Height Adjustable Driver's Seat
- Heated Front Seats and Exterior Mirrors

LIMITED WARRANTY/ROADSIDE ASSISTANCE

- 3 Years / 36,000 Miles Basic
- 5 Years / 60,000 Miles Powertrain
- 5 Yrs/Unlimited Mileage Rust Perforation
- 3 Yrs / 36,000 24/7 Roadside Assistance
- See Owner Info Kit&Warranty For Details

OPTIONAL EQUIPMENT AND OTHER ITEMS

Manufacturer's Suggested Retail Price	\$27,395.00
Option Package: 01 - STANDARD PACKAGE	
Full Tank of Gas	INCLD
Popular Package #2c	\$654.00
Wheel Lock Kit	
Rear Bumper Applique	
Dim Mirror/Com W/Homelink	
Cargo Tray	
Chrome Fender Trim	

GOVERNMENT 5-STAR SAFETY RATINGS

Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash	Driver Passenger	★★★★
		★★★★
Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.		
Side Crash	Front seat Rear seat	★★★★
		★★★★★
Based on the risk of injury in a side impact.		
Rollover		★★★★★
Based on the risk of rollover in a single-vehicle crash.		

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
 Source: National Highway Traffic Safety Administration (NHTSA)
www.safercar.gov or 1-888-327-4236

EPA DOT Fuel Economy and Environment

Gasoline Vehicle

Fuel Economy

25

MPG

combined city/hwy

4 gallons per 100 miles

Minicompact cars range from 15 to 116 MPG. The best vehicle rates 119 MPGe.

You spend

\$ 1,000

in fuel costs over 5 years compared to the average new vehicle.

Annual fuel COST

\$ 2,000

Fuel Economy & Greenhouse Gas Rating

6

Smog Rating

5

This vehicle emits 360 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov.

The average new vehicle gets 25 MPG and costs \$9,000 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.00 per gallon. MPGe is miles per gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov

Calculate personalized estimates and compare vehicles

Destination and Delivery

\$795.00

Total Suggested Retail Price

\$28,844.00

PART CONTENTS INFORMATION

FOR VEHICLES IN THIS CARLINE:

U.S./CANADIAN PARTS CONTENT: 0%

MAJOR SOURCES OF FOREIGN PARTS CONTENT: JAPAN: 95%

Note: Parts content does not include final assembly, distribution, or other non-parts costs.

FOR THIS VEHICLE:

FINAL ASSEMBLY POINT: OTA, GUNMA, JAPAN

COUNTRY OF ORIGIN: ENGINE: JAPAN TRANSMISSION: JAPAN

Additional protection is available on this vehicle from Subaru

ADDED SECURITY

Always Insist on Genuine Subaru Products

- Added SecuritySM protects your investment
- Mechanical and Maintenance plans available
- Coverage up to 100,000 miles
- Genuine Subaru replacement parts
- Towing & Rental car benefits
- Trip Interruption and Tire Hazard benefits available
- Transferable

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