



The World's Leading Authority on Vehicle Privacy & Data Security

Building Customer Value Through Protecting and Deleting Personal Data

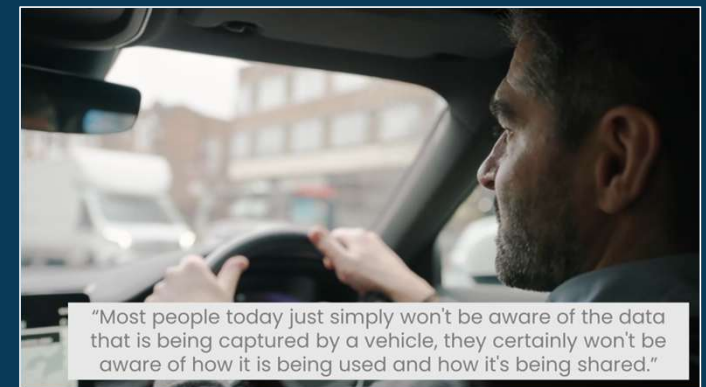
Martin Wilson
UK & EU Partnerships
martin@privacy4cars.com



Awareness is growing

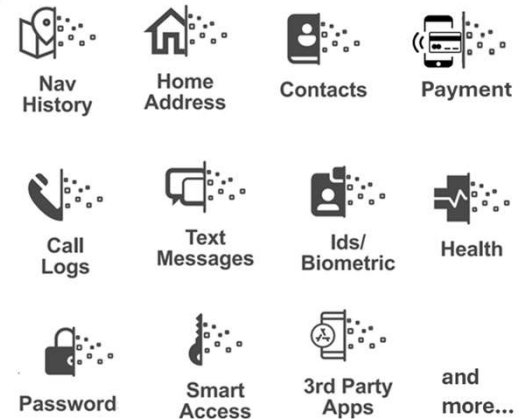
- ⚠ In-vehicle Personal Data is becoming a consumer topic.
- ⚠ Regulation is being stepped up.
- ⚠ Only matter of time before enforcement begins.

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The Connected Vehicle Challenge

- 🚗 Modern vehicles collect as much data as smartphones — with fewer controls (i.e. no encryption).
- ⚠️ Personal, behavioural, and business data all at risk.



An ex-fleet vehicle for sale easily revealed the identity of a military contractor with security clearance, restricted access and classified sites, other business and personal data.



Full Name lives in Hereford at Exact Address

His smartphone data such as contacts, call history, messages, and personal email was stored in the vehicle, including his work email.

He works for Military Contractor and specialises in military telecom systems and biometrics.

Has top level security clearance and his common destinations include several military research locations.

He works with the Navy Command HQ in Portsmouth, Military Contractor in Malvern, a company specialising in “air, land, and sea tactical system training and testing”, and at the HQ of Military Contractor.

He visited the UK Army Cadet HQ.

He visited a reportedly decommissioned telecommunications and fiber facility.

He has a second/holiday home at Exact Address.

He enjoys watching a game of cricket and going ice skating.

Legal and Regulatory Duty



 UK GDPR | Data Protection Act 2018 | Data (Use & Access) Act 2025 | EU Data Act 2025.

 All personal data must be removed from a vehicle before it changes hands.

 Controllers are legally obligated to ensure deletion – not customers.

“the lessor/finance house/hire company that takes possession of the vehicle will be under a duty to delete any personal data stored on its on-board computer. That will usually be the only lawful processing operation that could be undertaken in the circumstances.”



Aidan Eardley, King's Counsel (KC)

The Process Gap

- ⚠ Subjective knowledge $\neq$ compliance.
- ⚠ Audits show 40–70% error rates in vehicle data deletion.
- ⚠ No repeatable process = no demonstrable compliance or legal protection.

Controller: OEM captive (2 makes, 6-36 month old vehicles)
Processor: Inspection Company
Method: added a "Personal Data deleted" checkbox to their standard Condition Report; *rely on inspector experience (no tools)*
Result: by using a sub-par service and not auditing their Processor, Controllers' customers frequently experienced a data breach



Controller: UK Online retailer (various makes, 12-36 month old)
Processor: Motor Auction
Method: Personal Data deletion is part of the standard vehicle prep checklist; *rely on personnel experience (no tools)*
Result: by using a sub-par service and not auditing their Processor, Controllers' customers frequently experienced a data breach



Building Customer Value Through Data Protection



 **Transparency builds trust**
– be open about data collection, use and deletion.

 **Compliance minimises risk**
– meet GDPR, DPA, and EU Data Act requirements.

 **Security strengthens loyalty**
– customers trust brands that protect them.

 **Deletion protects everyone**
– remove data on return and before resale.

 **Proactive privacy creates value**
– turn compliance into competitive advantage.



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***“Protecting customer data isn’t just compliance
— it’s a competitive advantage.”***

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