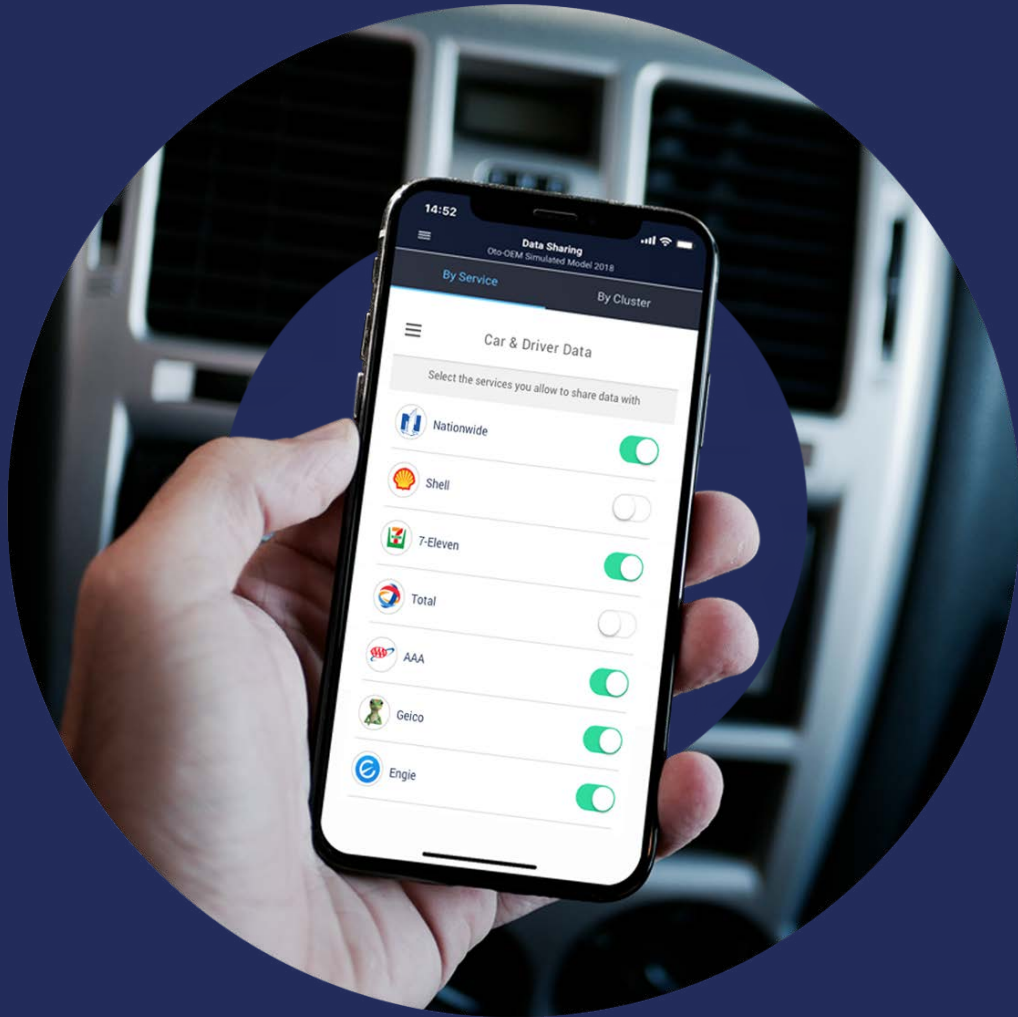# otonomo

Otonomo Consent Management Hub

Paving the way for secure, personalized services powered by car data

Build Trust by Giving Consumers Full Control Over their Car Data

The Otonomo Consent Management Hub within the Otonomo Automotive Data Services Platform provides an efficient way for connected car drivers to take control over the sharing of their automotive data. Its networked architecture simplifies setup and increases scalability to create exponential value for drivers, passengers, and the transportation ecosystem.

Some automotive data - such as vehicle identification number (VIN) or location - may be personal data that drivers own. The Otonomo Consent Management Hub makes it simple and straightforward for drivers to grant or revoke access for specific services at any time. Otonomo provides both interfaces and APIs that OEMs and other data providers can utilize to incorporate consent management into their apps. Consent information is passed seamlessly to the Otonomo Platform in real time.

In addition, the Otonomo Consent Management Hub provides drivers with full transparency into the services that have access to their automotive data and into what data is shared with those services.

Otonomo Consent Management Hub benefits

DRIVERS

- Gain full control over which services can access their automotive data
- See what data is shared with each service
- Grant or revoke consent with a single swipe

VEHICLE OEMS

- Offer more services to drivers
- Eliminate hassles of supporting thousands of integrations
- Generate new and recurring revenue streams
- Stay in compliance with privacy policies and regulations

APP AND SERVICE PROVIDERS

- Reduce integration time and cost by as much as 99%
- Focus on innovation, not point-to-point integrations with multiple OEMs
- Eliminate the need to keep any personal information on drivers without consent

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Otonomo is the only automotive data platform that enables driver-specific consent rather than per-vehicle consent. Each vehicle (identified by its VIN) can have multiple drivers, and each driver can use multiple VINs (vehicles). In addition, Otonomo makes it possible for OEMs to allow services that can request one-time consent as an alternative to ongoing data access via the OEM consent interface.

HOW IT WORKS

1 Vehicle owners and drivers register for an account with their automotive manufacturer (OEM) and receive personal credentials (a username and password).

2 OEMs provide their drivers with a catalog of available OEM and third-party services through a mobile app or website.

3 As they select which services they want to use, drivers get full transparency about the data that will be shared with each service.

4 Drivers are able to grant consent for specific services to access their automotive data. They can revoke this consent at any time through the app/website. When a driver activates a specific service, the Otonomo Platform authenticates his or her identity through a service that integrates with the OEM's user authentication process.

5 Service providers connect to the Otonomo Platform to get access to automotive data. Each time the service requests access to personal data, the Otonomo Platform automatically validates the existence of consent for the requested data.
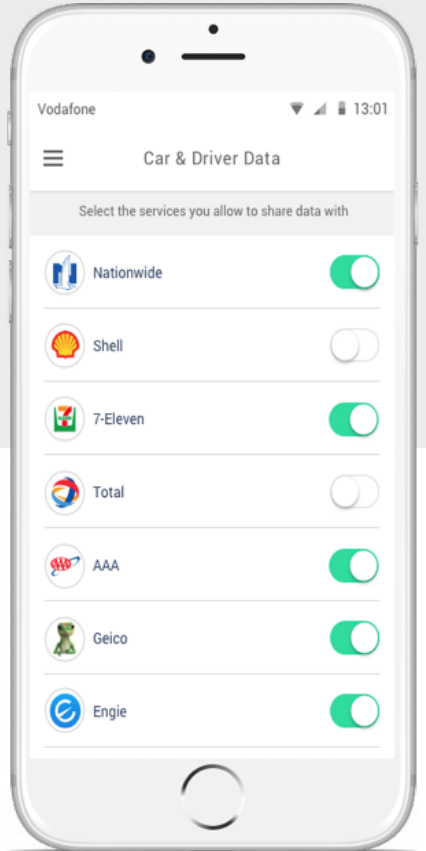
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CAR DATA AND GDPR

The Otonomo Consent Management Hub supports EU General Data Protection Regulation (GDPR) requirements including:

- Right of access by Data Subjects

- Right to erasure ("right to be forgotten")

- Right to restriction of data processing

- Right to object

- Right to access information

In addition, the platform supports ISO 20078 (extended vehicle web services) requirements including:

- OEM-controlled consent

- OEM terms and conditions as signed by the vehicle owner

- Data categories-based consent

Take advantage of a networked architecture for simplicity and scale

As the transportation ecosystem advances its use of automotive data, the information flows around driver consent can get quite complex. For example, in-vehicle delivery from retailers may require drivers to provide consent to both the retailer and a third-party courier service. The Otonomo Consent Management Hub provides a networked architecture to simplify setup and integration and deliver high scalability for automotive OEMs and service providers.

Drivers have a simple interface to opt into data sharing and see what data will be used by service providers.

CONSENT

CAR DATA

OEM A

RETAILER

COURIER

OEM B

COURIER

EXAMPLE: IN VEHICLE DELIVERY
Otonomo facilities consent from a complex, multi-interface flow to one interaction.

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Support complex data relationships with a single integration

With the Otonomo Consent Management Hub, each party has a single integration point through which they can validate driver consent and deliver the approved personal data to other parties in the ecosystem. OEMs will not need to directly support integration with hundreds of companies, including companies like courier services with which they may not have a contractual relationship. Service providers can innovate faster by eliminating 99% of the effort of point-to-point integrations with multiple OEMs. Any new OEM or service provider integration will open up new opportunities to all organizations in the ecosystem.

Safeguarding the service

Some mobility services will require third parties to have access to a vehicle's fuel tank, locks, or trunks. The Otonomo Platform provides several mechanisms to safeguard the vehicle, including monitoring its ignition state and location and sending an alert if it is turned on or moved. The Otonomo Platform can also send alerts to the service provider if the vehicle trunk is left unlocked or the fuel cap is not closed.

Meet drivers' privacy expectations and regulatory compliance requirements

Service providers want to ensure that they are fully compliant with their privacy policies and are meeting drivers' expectations, especially as the automotive data ecosystem grows. The Otonomo Consent Management Hub makes compliance much simpler to achieve and scale.

Multiple user authentication options

The Otonomo Consent Management Hub provides multiple user authentication options, to support different OEM technology architectures:

- OAuth 2.0 & OpenID Connect standards let drivers give consent by logging into the OEM app using their OEM credentials; no personal information is disclosed to the service provider during this process.

- Automotive "secret" support provides user authentication via a VIN along with information only available from within the vehicle, such as the odometer or trip odometer reading.

- OEM app support uses the VIN plus an auto-generated code that's sent to the driver's OEM app.

- Text message support uses the VIN plus an auto-generated code that's sent to the driver's cell phone.

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ABOUT OTONOMO

The Otonomo Automotive Data Services Platform fuels a network of 15 OEMs and more than 100 service providers. Our neutral platform securely ingests more than 2 billion data points per day from over 18 million global connected vehicles, then reshapes and enriches it, to accelerate time to market for new services that delight drivers. Privacy by design is at the core of our platform, which enables GDPR and other privacy-regulation-compliant solutions using both personal and aggregate data. Use cases include emergency services, mapping, EV management, subscription-based fueling, parking, predictive maintenance, usage-based insurance, media measurement, in-vehicle package delivery, and dozens of smart city services. With an R&D center in, Israel, and a presence in the United States, Europe, and Japan, Otonomo's investors include Bessemer Venture Partners, Aptiv, Dell Captial, Hearst Ventures, StageOne Ventures, and Maniv Mobility.

Evolve your product portfolio today

Contact Otonomo to explore our consent management hub and learn more about how our solutions can help you innovate and scale.