Consent Management Hub

Building Trust for Secure, Personalized Services

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.

Giving Drivers Full Control Over Their Automotive Data

Some automotive data—such as vehicle identification number (VIN) or location—may be personal data that drivers own. The Otonomo Consent Management Hub, a core part of the Otonomo Platform, makes it simple and straightforward for them 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 as well as insight into what data is shared with those services.

Otonomo is the only automotive data services platform that enables driver-specific consent rather than per-vehicle consent. Each vehicle (identified by its vehicle identification number, or 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 an OEM consent interface.

Everyone Benefits

Drivers and Passengers

- Safer, more convenient on-road experience
- Personalized services accessible while on the move
- Lowered total cost of vehicle ownership

Vehicle OEMs and Data Providers

- Value-added services to differentiate offerings
- New and recurring revenue streams
- Enhanced brand loyalty

App Service Providers and Municipalities

- Innovative services created faster and at a lower cost
- Single access point for quality data from multiple sources
- Public safety and well-being

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.

Take Advantage of 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.
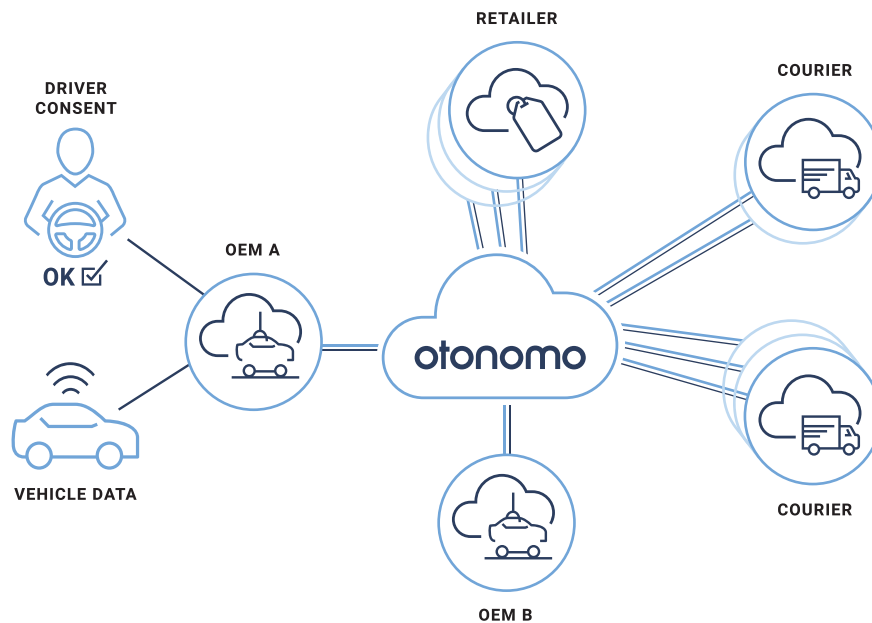
Support Complex Data Relationships with a Single Integration

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.

Choose from Multiple User Authentication Options

To support different OEM technology architectures, the Otonomo Consent Management Hub supports multiple user authentication options:

- **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 is 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

Safeguarding Services

Some mobility services will require third parties to gain 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 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 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 to scale.

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
- Based on OEM terms and conditions as signed by the vehicle owner
- Data categories-based consent

"We are impressed with Otonomo's approach to consent management."

– Sarwant Singh, senior partner at Frost & Sullivan

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About Otonomo

Otonomo paves the way for new apps and services that make transportation safer, more convenient, and truly rewarding. We offer the first neutral automotive data services platform, which provides simple, secure data access and transforms data into actionable insights for services such as predictive maintenance, emergency services, on-demand fueling, insurance, and smart cities. With a research and development center in Herzeliya, Israel, and presence in the United States, Europe, and Japan, we have more than 75 partners in our ecosystem. Leading venture capital and strategic investors include Bessemer Venture Partners, Aptiv (Delphi Automotive), Dell Technologies Capital, Hearst Ventures, Stageone Ventures, and Maniv Mobility.

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