

IN FOCUS: OTONOMO'S DYNAMIC BLURRING ENGINE

BLURRING PERSONAL VEHICLE
DATA MAKING IT AVAILABLE
FOR USE IN APPS AND SERVICES

MEET THE PRIVACY PROTECTION NEEDS OF THE CONNECTED CAR

The Otonomo Dynamic Blurring Engine enables OEMs to share vehicle data with Otonomo in order to make it available for the Otonomo Data Marketplace. By blurring driver data it makes it available for a diverse range of mobility and auto-adjacent applications and services.

Personal data, generated by connected cars, once aggregated and blurred by the Dynamic Blurring Engine increases its utilization value. Post-blurring, the data can support a wider selection of use cases. The data offers service providers a macro-level lens on activity in and around the vehicle.

**SUFFICIENTLY ADDRESSING
DRIVER PRIVACY CONCERNS
IS PARAMOUNT TO
DEVELOPING AN ECOSYSTEM
THAT UTILIZES VEHICLE DATA
IN ITS PERSONAL OR
AGGREGATED FORM.**

Deliver Aggregate Data For Higher Quality, Richer Apps and Services

Application and services providers gain access to valuable data that they can confidently use to deliver a wide range of apps and services, such as mapping, managing car health, planning smart city infrastructure or conducting traffic pattern research for retail, media or many other use cases. By blurring the data, OEMs and data producers can maximize its value to a myriad of service providers.

Sample Use Cases

- Energy analysts can pinpoint where to place EV charging stations
- Smart Cities can reduce carbon emissions from car-idling by improving traffic flow
- Retail outlets can synchronize store hours to pedestrian and motorized traffic
- Parking applications can provide near real-time parking suggestions
- Early detection of part failures by car manufacturers to avoid major recalls

OTONOMO DYNAMIC BLURRING ENGINE BENEFITS



Vehicle OEMs

- Greater potential for utilization of data among a greater number of service and application providers
- Generate new and recurring revenue streams
- Remain compliant with various privacy policies and regulations
- Meet driver expectations for data privacy

Applications and Service Providers

- Gain access to high quality, blurred data supporting specific requirements
- Simplify the integration and use of automotive data
- Reduces the risk of exposing automotive data that could be re-identified

REMOVING PII IS NOT ENOUGH

In addition to personally identifiable information, drivers can be identified indirectly by a vehicle's VIN number, location, or trip patterns, such as driving daily to and from work. This added complexity requires unique algorithms that enable the personal data to be blurred but maintain its value.

There is a better way to blur personal data than brute force blurring, which renders data useless for most applications and analyses.

Maximize Commercial Value While Safeguarding Driver Privacy

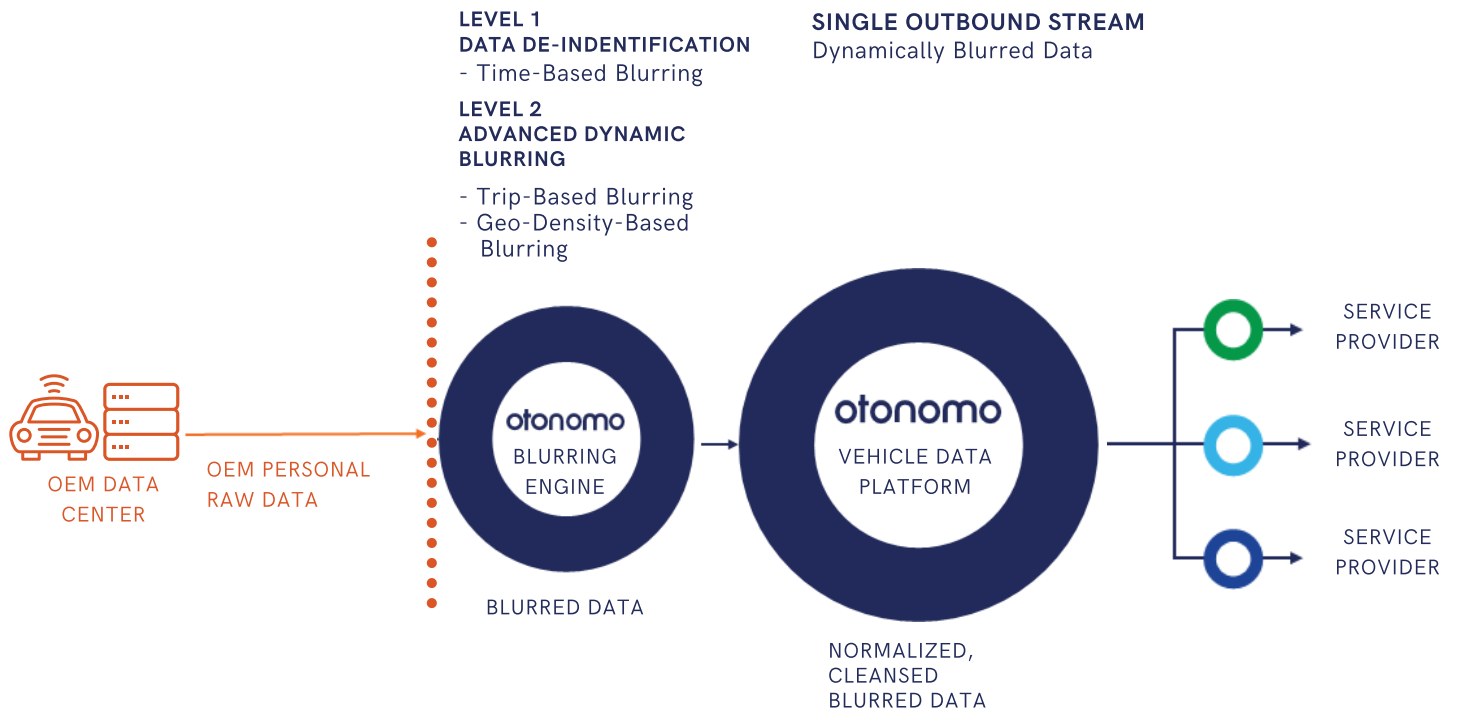
The Otonomo Dynamic Blurring Engine utilizes sophisticated blurring techniques to protect drivers while preserving the value of the automotive data for a diverse array of use cases.

Meet Regulatory Compliance Requirements

Data providers and mobility service providers want to ensure that they are compliant with their privacy policies and global policy regulations, such as the European Union's GDPR and the United States' Automotive Consumer Privacy Principles.

The Otonomo Dynamic Blurring Engine makes compliance much simpler, regardless of the geography or geographies where the OEM or service provider carries out their business.

HOW IT WORKS



THE OTONOMO DYNAMIC BLURRING ENGINE IS A SECURE AND INDEPENDENT, CLOUD-BASED MANAGED SERVICE WITHIN THE OTONOMO INSTANCE, CREATED SPECIFICALLY FOR THE DATA PROVIDER.

The blurring engine is secured, separated and has strict access control - designed to handle personal data.

The data provider selects personal data, with driver consent, for conversion into aggregated data.

The blurring process begins with stripping out all PII, such as driver information or VIN.

Then, specific to the data request, additional data is blurred, like location, and time while maintaining the required parameters for the data's intended use.

For example:

- Blurring the VIN with an arbitrary vehicle ID,
- Blurring location accuracy by truncating digits from vehicle GPS coordinates, or
- Blurring location frequency by increasing the intervals between location measurements.

The derivative data, created by the Data Blurring Engine, can be fine-tuned based on OEM/data, local regulations, and any other applicable privacy policies.

Otonomo offers the Data Blurring Engine as a tool to the data provider/OEM enabling them to set the blurring threshold they choose. Otonomo then warrants that we have preformed the data blurring to their instructions to provide the data as per the OEM considers to be non-personal.

For more information:
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or
[Request a Demo](#)

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