A major concern of the Autonomous Vehicle Task Force is how to balance the protection of individual privacy and proprietary information held by industry with the needs of public entities to plan, provide for services and address historic inequalities in transportation access. Providing a mechanism for individual or corporate “opt-in” for information to be shared, with a specified data use agreement executed by the entity receiving the personal or corporate information would provide the most transparency and control of the data by the owner of the information. The Subcommittee on Cybersecurity, Privacy and Data considers this the highest standard and recommends that it be offered as an option for consumers of automated vehicle services, as well as to automated vehicle manufacturers and transportation network companies to support the common good.

An additional approach is to provide sufficiently depersonalized aggregate information to support public sector planning requirements. There are approaches that use statistical methods to depersonalize or anonymize information to ensure personal privacy and protect proprietary commercial information, while retaining value of analysis for many public planning activities. One example of this form of analysis is Differential Privacy. The State may wish to require certain elements of information, such as trip origination and termination location, length of trip, and occupancy of vehicle, to be made available to support public planning efforts. If consumers or industry must provide this information as a condition of use of automated vehicles, the State should specify the data elements desired and provide a method for accessing this data, such as using a third-party company using an approved approach to data anonymization.