

Heard in the Transportation Interim
Committee on 11/19/2025

1

Motor Vehicle Data Privacy Amendments

2026 GENERAL SESSION

STATE OF UTAH

Chief Sponsor:

Sponsor:

2

LONG TITLE

3

General Description:

4

This bill modifies the Utah Consumer Privacy Act relating to motor vehicle data privacy.

5

Highlighted Provisions:

6

This bill:

7

- ▶ defines terms;
- ▶ requires motor vehicle manufacturers to obtain affirmative consent before sharing personal data with third parties;
- ▶ prohibits motor vehicle manufacturers from conditioning vehicle sale, lease, or operation on consumer consent to data sharing;
- ▶ requires motor vehicle manufacturers of vehicles model year 2027 or later to provide in-vehicle privacy controls;
- ▶ requires motor vehicle manufacturers of motor vehicles manufactured before model year 2027 to provide disclosure of data collection practices and opt-out rights;
- ▶ grants consumers the right to immediately delete personal data stored locally on a motor vehicle and to request comprehensive deletion of personal data from motor vehicle manufacturers;
- ▶ requires expedited deletion of consumer data in response to certain court orders and protective orders;
- ▶ requires motor vehicle manufacturers to minimize data collection for product improvement purposes;
- ▶ provides a safe harbor from enforcement for motor vehicle manufacturers who comply with specified requirements; and
- ▶ requires the Motor Vehicle Division to provide information regarding motor vehicle data privacy rights.

8

Money Appropriated in this Bill:

9

None

10

Other Special Clauses:

31 None

Utah Code Sections Affected:

ENACTS:

13-61-501, Utah Code Annotated 1953

13-61-502, Utah Code Annotated 1953

13-61-503, Utah Code Annotated 1953

13-61-504, Utah Code Annotated 1953

13-61-505, Utah Code Annotated 1953

13-61-506, Utah Code Annotated 1953

13-61-507, Utah Code Annotated 1953

Be it enacted by the Legislature of the state of Utah:

Section 1. Section **13-61-501** is enacted to read:

Part 5. Motor Vehicle Data Privacy

13-61-501 . Definitions.

As used in this part:

(1) "Affirmative consent" means consent that satisfies the requirements of Section 13-61-502.

(2) "In-vehicle interface" means a display screen, control panel, or other interactive system in a motor vehicle through which an individual may access or control motor vehicle functions or settings.

(3) "Manufacturer" means a person who manufactures or assembles motor vehicles for sale or lease.

(4) "Motor vehicle" means the same as that term is defined in Section 41-1a-102.

(5) "Motor vehicle dealer" means a person engaged in the business of selling, leasing, or exchanging motor vehicles

(6) "Occupant" means an individual inside a motor vehicle

(7) "Third-party data sharing" means a manufacturer's disclosure of personal data to a third party for purposes other than:

(a) processing the personal data on behalf of the manufacturer in accordance with Section 13, 61, 301; or

(b) a purpose described in Subsection 13-61-502(7)

(8) "Vehicle data collection system" means a technology system or device installed in or on a motor vehicle that collects, transmits, or stores a consumer or occupant's personal data.

65 Section 2. Section **13-61-502** is enacted to read:

66 **13-61-502 . Applicability -- Affirmative consent required for third-party data**

67 **sharing -- Opt-in requirements.**

68 (1) This part applies to a manufacturer who sells or leases a motor vehicle in the state,
69 regardless of whether the manufacturer meets the applicability requirements described in
70 Section 13-61-102.

71 (2) This part applies only to a manufacturer that collects, transmits, or stores personal data
72 through a vehicle data collection system.

73 (3) A manufacturer may not engage in third-party data sharing unless the manufacturer has
74 first obtained the affirmative consent of the consumer.

75 (4) To obtain affirmative consent under this section, a manufacturer shall:

76 (a) present the consumer with a clear and conspicuous disclosure that:
77 (i) describes the types and categories of personal data the manufacturer intends to
78 share with third parties;
79 (ii) identifies the categories of third parties with whom the manufacturer intends to
80 share the personal data;
81 (iii) describes the purposes for which the manufacturer intends to share the personal
82 data; and
83 (iv) states clearly that the consumer may decline to consent without affecting the
84 consumer's ability to purchase, lease, or operate the motor vehicle;

85 (b) provide the consumer with a method to affirmatively indicate consent that:
86 (i) requires the consumer to take an action to indicate consent, including checking an
87 unmarked checkbox or selecting an option that indicates consent;
88 (ii) does not use a pre-selected or pre-checked option; and
89 (iii) does not condition the sale, lease, or operation of the motor vehicle on the
90 consumer providing consent; and
91 (c) obtain the consumer's affirmative indication of consent before engaging in
92 third-party data sharing.

93 (5) For a motor vehicle with a model year 2027 or later, a manufacturer shall:

94 (a) obtain affirmative consent before collecting a consumer's personal data:
95 (i) during the initial setup of the motor vehicle's vehicle data collection system after
96 the consumer takes possession of the motor vehicle; and
97 (ii) each time a new user profile is created on the motor vehicle's vehicle data
98 collection system;

99 (b) provide a means by which a consumer may withdraw affirmative consent at any time
100 using the method described in Section 13-61-503; and

101 (c) if a consumer withdraws affirmative consent:

102 (i) cease third-party data sharing within five business days after the day on which the
103 consumer withdraws consent; and
104 (ii) notify each third party to whom the manufacturer previously disclosed the
105 consumer's personal data that the consumer has withdrawn consent.

106 (6) For a motor vehicle with a model year before 2027:

107 (a) a manufacturer shall provide the consumer with:

108 (i) disclosure of the manufacturer's data collection practices;
109 (ii) the right to request deletion of personal data collected in accordance with Section
110 13-61-504;
111 (iii) a method to opt out of future data collection; and
112 (iv) information on how to exercise the rights described in this Subsection (6)(a);

113 (b) a manufacturer shall provide the disclosure and information required by Subsection
114 (6)(a):

115 (i) by email to the consumer's email address on file with the manufacturer, if
116 available;
117 (ii) by letter to the consumer's mailing address on file with the manufacturer, if
118 available; or
119 (iii) through a conspicuous notice on the manufacturer's website; and

120 (c) the disclosure required by Subsection (6)(a) shall include:

121 (i) a clear description of the types of personal data the manufacturer collects;
122 (ii) the purposes for which the manufacturer uses the personal data;
123 (iii) whether the manufacturer shares personal data with third parties;
124 (iv) instructions for opting out of data collection; and
125 (v) instructions for requesting deletion of personal data.

126 (7) This section does not apply to personal data that a vehicle data collection system:

127 (a) collects solely for the purpose of:

128 (i) vehicle safety, including airbag deployment, collision avoidance, or other safety
129 features required by federal law;
130 (ii) vehicle operation, including engine control, transmission operation, or other
131 mechanical functions necessary to operate the motor vehicle; or
132 (iii) compliance with a federal or state law, rule, or regulation; and

133 (b) processes temporarily and does not transmit outside the motor vehicle or store for
134 longer than necessary to perform the function described in Subsection (7)(a).

135 (8) The limitations described in Section 13-61-304 apply to this part.

136 (9) A manufacturer that is subject to this part shall comply with Section 13-61-302
137 regarding data security practices.

138 Section 3. Section **13-61-503** is enacted to read:

139 **13-61-503 . In-vehicle privacy controls.**

140 (1) For a motor vehicle with a model year 2027 or later, a manufacturer shall provide
141 in-vehicle privacy controls that allow a consumer to:

- 142 (a) view the categories of personal data the vehicle data collection system collects;
- 143 (b) view the categories of third parties with whom the manufacturer shares personal data;
- 144 (c) consent to or decline third-party data sharing;
- 145 (d) withdraw consent to third-party data sharing; and
- 146 (e) request deletion of personal data in accordance with Section 13-61-504.

147 (2) A manufacturer shall make the in-vehicle privacy controls described in Subsection (1):

- 148 (a) accessible through the motor vehicle's in-vehicle interface;
- 149 (b) accessible to any individual operating the motor vehicle, regardless of whether the
150 individual is the owner or lessee of the motor vehicle; and
- 151 (c) clearly labeled and easy to locate within the in-vehicle interface.

152 (3) The settings selected by a consumer using the in-vehicle privacy controls shall remain
153 in effect until the consumer changes the settings.

154 (4) A manufacturer may provide the consumer with access to privacy controls through a
155 website or mobile application in addition to the in-vehicle privacy controls required by
156 this section, but may not require the consumer to use a website or mobile application to
157 exercise the rights described in this section.

158 Section 4. Section **13-61-504** is enacted to read:

159 **13-61-504 . Data deletion rights.**

160 (1) A manufacturer shall provide a method through the motor vehicle's in-vehicle interface
161 that allows a consumer to immediately:

- 162 (a) delete all personal data stored locally on the motor vehicle; and
- 163 (b) if a vehicle data collection system in the motor vehicle is linked to or controlled by a
164 mobile application, disconnect the vehicle data collection system from the mobile
165 application.

166 (2) A consumer may request that a manufacturer delete all personal data that the

167 manufacturer collected from or about the consumer.

168 (3) A consumer has the right to request that a manufacturer delete all personal data that the
169 manufacturer collected from or about the consumer.

170 (4) A manufacturer shall provide a consumer with a method to submit a deletion request
171 described in Subsection (3) through:

172 (a) the manufacturer's website; or

173 (b) a toll-free telephone number.

174 (5) A manufacturer shall comply with a deletion request described in Subsection (3) within
175 45 days after the day on which the manufacturer receives the request.

176 (6) If a manufacturer receives a court order requiring deletion or a request that includes a
177 copy of a legally issued protective order, the manufacturer shall delete all personal data
178 within five business days after the day on which the manufacturer receives the court
179 order or request.

180 Section 5. Section **13-61-505** is enacted to read:

181 **13-61-505 . Data minimization.**

182 (1) A manufacturer may collect personal data for the purpose of improving the
183 manufacturer's product if the manufacturer:
184 (a) collects only the minimum personal data necessary to accomplish the purpose;
185 (b) anonymizes the personal data; and
186 (c) uses the personal data only for internal product improvement purposes.

187 (2) Personal data collected in accordance with Subsection (1) are not subject to the
188 requirements of Section 13-61-502.

189 Section 6. Section **13-61-506** is enacted to read:

190 **13-61-506 . Safe harbor.**

191 (1) A manufacturer is not subject to an enforcement action under Section 13-61-402 for a
192 violation of this part if the manufacturer:
193 (a) provides in-vehicle privacy controls that satisfy the requirements of Section
194 13-61-503;
195 (b) uses unmarked checkboxes or other methods that require affirmative action by a
196 consumer to indicate consent for third-party data sharing;
197 (c) makes privacy controls readily accessible through the motor vehicle's in-vehicle
198 interface;
199 (d) allows a consumer to request deletion of personal data through the motor vehicle's
200 in-vehicle interface or through a website; and

201 (e) complies with Sections 13-61-502, 13-61-504, and 13-61-505.

202 (2) The safe harbor described in Subsection (1) does not apply if the manufacturer
203 knowingly violates any provision of this part.

204 Section 7. Section **13-61-507** is enacted to read:

205 **13-61-507 . Motor Vehicle Division notification requirements.**

206 (1) The Motor Vehicle Division, created in Section 41-1a-106, shall provide information on
207 the division's website regarding:

208 (a) the data privacy rights of motor vehicle owners under this part;

209 (b) how a motor vehicle owner may contact a manufacturer to request deletion of
210 personal data; and

211 (c) a reference to the motor vehicle owner's manual for information on resetting or
212 deleting personal data stored on the motor vehicle.

213 (2) When processing a title transfer for a motor vehicle, the division shall provide the new
214 owner with:

215 (a) notice of the information available on the division's website described in Subsection
216 (1); and

217 (b) information on how to access the division's website.

218 Section 8. **Effective Date.**

219 This bill takes effect on May 6, 2026.