

Effective 1/1/2027

Part 5

Motor Vehicle Data Privacy

Effective 1/1/2027

13-61-501 Definitions.

As used in this part:

- (1) "Connected device" means a consumer's mobile phone, tablet, or similar personal electronic device that connects to a motor vehicle through the in-vehicle interface for purposes of accessing the device's applications, contacts, or other data through the vehicle's display.
- (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) "Readily accessible data" means personal data that:
 - (a) a consumer directly inputs into or provides to the motor vehicle from a connected device through a motor vehicle's in-vehicle interface; and
 - (b) is stored locally on the motor vehicle and accessible through the in-vehicle interface.

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13-61-502 Motor vehicle manufacturer requirements.

- (1) Except as provided in Subsection (2), a motor vehicle manufacturer shall, for a motor vehicle with a model year 2030 or later, provide in-vehicle privacy controls that allow a consumer to:
 - (a) view the categories of personal data the vehicle data collection system collects;
 - (b) view the categories of third parties with whom the motor vehicle manufacturer shares personal data;
 - (c) opt out of the sale of personal data or processing for targeted advertising; and
 - (d) delete readily accessible data.
- (2) A motor vehicle manufacturer is not required to comply with Subsection (1) for a specific motor vehicle model if the manufacturer demonstrates that the model is not technologically capable of providing the privacy controls described in Subsection (1).
- (3) A motor vehicle manufacturer shall make the in-vehicle privacy controls described in Subsection (1):
 - (a) accessible through the motor vehicle's in-vehicle interface;
 - (b) accessible to any individual operating the motor vehicle; and
 - (c) clearly labeled and easy to locate within the in-vehicle interface.
- (4) The settings selected by a consumer using the in-vehicle privacy controls shall remain in effect until the consumer changes the settings.
- (5) A motor vehicle manufacturer may provide the consumer with access to privacy controls through a website or mobile application in addition to the in-vehicle privacy controls required by this section, but may not require the consumer to use a website or mobile application to exercise the rights described in this section.
- (6) If a motor vehicle manufacturer receives a court order requiring deletion or a request that includes a copy of a legally issued protective order, the motor vehicle manufacturer shall delete all personal data within five business days after the day on which the motor vehicle manufacturer receives the court order or request.

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13-61-503 Exemptions for motor vehicle manufacturers.

- (1) A motor vehicle manufacturer may collect personal data for the purpose of improving the motor vehicle manufacturer's product if the motor vehicle manufacturer:
 - (a) collects only the minimum personal data necessary to accomplish the purpose; and
 - (b) uses the personal data only for internal product improvement purposes.
- (2) Personal data collected in accordance with Subsection (1) is not subject to the consent requirements of Section 13-61-302.
- (3) Section 13-61-302 does not apply to personal data that a vehicle data collection system:
 - (a) collects solely for the purpose of:
 - (i) vehicle safety, including airbag deployment, operational safety, passenger safety, collision avoidance, or other safety features required by federal law;
 - (ii) vehicle operation, including engine control, battery level, transmission operation, or other mechanical functions necessary to operate the motor vehicle; or
 - (iii) compliance with a federal or state law, rule, or regulation; or
 - (b) processes temporarily and does not transmit outside the motor vehicle or store for longer than necessary.

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13-61-504 Motor Vehicle Division notification requirements.

The Motor Vehicle Division, created in Section 41-1a-106, shall provide information on the division's website regarding the data privacy rights of motor vehicle owners under this part.

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