

Free privacy tool: See what your CAR collects about you

The Current, Kim Komando, 1/24/24



A new car has over *1,400 microchips* and runs on 100 million lines of code. Because it's connected, it also collects a lot of data about you.

Your car is now like your phone, computer or tablet — always listening. What is your vehicle collecting? Way more than we'd all like to think.

Your car is so nose y

The Vehicle Privacy Report is put out by a company called Privacy4Cars. They delete synched personal data from used cars before they're resold — which is how carmakers comply with privacy laws and make money.

For instance, your car's maker might collect:

- Your name, address, email address and driver's license number.
- Location data that shows where you are and where you went.
- Biometrics through your car's microphone and camera.
- Voice recordings collected by your car's voice assistant.

- Data synced from your connected devices, like call records, text messages or contacts.

Privacy4Cars offers tools for consumers, too, including a free privacy tool. Using just your VIN, this tool helps show you who your vehicle's information is shared *with* – think insurance companies, the government and data brokers.

[Go here to enter your VIN.](#) Depending on your car's make and model, it can be pretty shocking.

One of my team members drives a Hyundai

According to the Vehicle Privacy Report's rundown of the car, Hyundai collects information to predict drivers' "preferences, characteristics, predispositions, behavior, attitudes, or similar behavioral information." Uh, OK.

The carmaker *shares and sells* that info to its parent companies, subsidiaries, sister companies and service providers. *That* includes analytics partners, advertising agencies and social networks. Sheesh.

You can delete all that data

Privacy4Cars also has a free [iOS](#) and [Android](#) app. With it, you can wipe out data collected by your vehicle about you, including your synced phone book, call logs, text messages, navigation history, home address, garage door codes, passwords, biometrics and vehicle credentials.

My recommendation: Use Privacy4Cars after every rental and before selling, turning in or trading your vehicle. No, they didn't ask me to tell you this; it's just a smart privacy step.