

Transpo2010

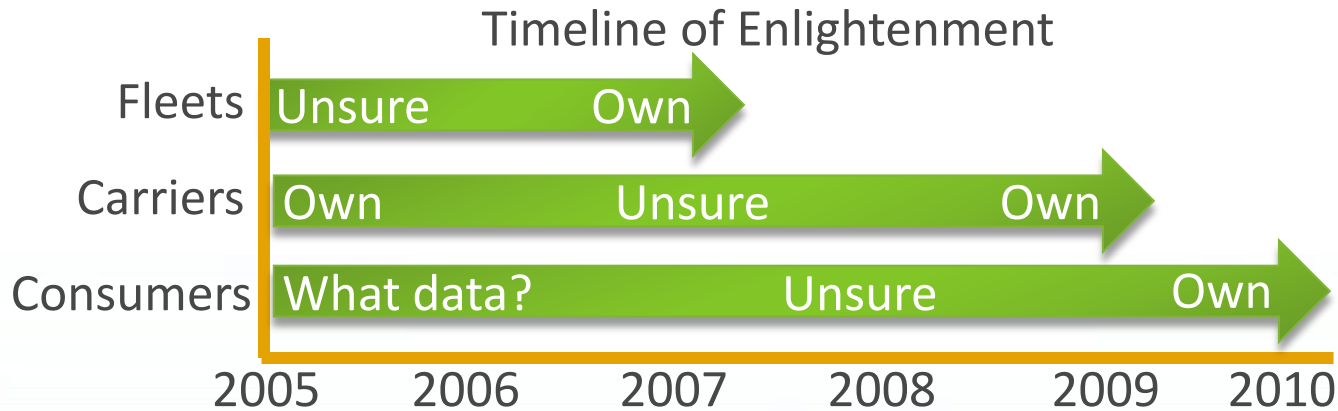
Privacy and Information Issues: Do They EVER Go Away?

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Who Owns the Data?



Data ownership determined on a case by case basis among key players;
INRIX licenses from the appropriate owners

INRIX Privacy Tenets

- No personally identifiable information
 - Just lat/long, heading and speed
 - Randomized IDs
- License only from data owners
- Consumer transparency in mobile apps about “anonymous use”
- Never track users over period of time

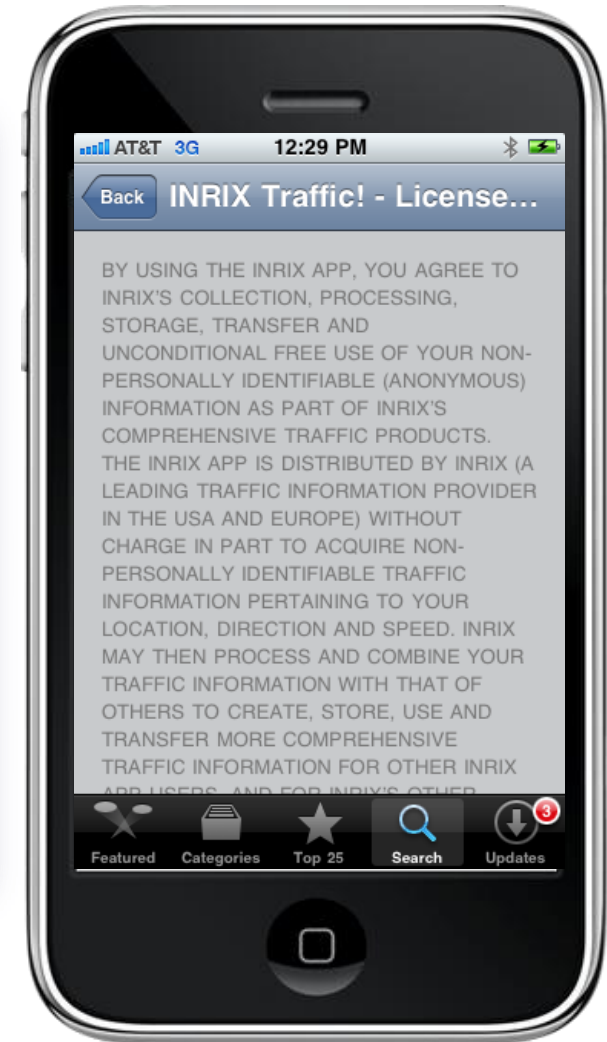
No Privacy Issues in 5 years in business!



INRIX Mobile Apps

Consumers opt in to provide data as part of their purchase and use of the app

- We have 100% control of our app
- EULA language specifies collection & use of data
- App stores have PII, we just get anonymous data
- Free app is similar to fleet model – ID isn't tied to person, vehicle, phone, account, just a unique number in the app
- Premium app owners have a unique community ID, yet data still anonymous



Incidents

Old Way

- Scanners
- Cameras
- Helicopters
- News Sources

New Way

- Direct observation by motorists (UGI)
 - Phone, Apps, Social Media
- Consumer as community personality
 - 37% contributed to news creation, commented on news or shared via social media
- Early detection from flow data



The Road Ahead

- **More personally identifiable info. is going online and more breaches are likely**
- **Organizations are embracing encryption, web filtering and secure managed file transfer technologies ; strengthening privacy policies**
- **A national data breach notification law is imminent** - Notification laws like California's SB 1386 exist in 46 of 50 states today.
- A 2010 Pew Research Survey found that **advantages Millennials (18-28 year olds) see in personal disclosure outweigh their concerns about privacy**
- Americans are more willing to share private information IF they **trust the holder of the info., understand how it is being used and personally benefit in some way**



go anywhere™

INRIX.