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January 14, 2014

Mr. Alan Mullaly, CEO
Ford Motor Company
1 American Road
Dearborn, MI 48126

Dear Mr. Mullaly:

I'm writing to express my concern about a recent statement from a Ford executive regarding company tracking and sharing of drivers' location data. According to media reports, last week, Ford's Global Vice President of Marketing and Sales, Jim Farley, said at an industry panel: "We know everyone who breaks the law, we know when you're doing it. We have GPS in your car, so we know what you're doing. By the way, we don't supply that data to anyone."

Shortly after making this statement, Mr. Farley reversed course and said: "We do not track our customers in their cars without their approval or their consent." He did not, however, seem to take back his claim that Ford "[doesn't] supply that data to anyone," although you have made recent comments clarifying that this data may be shared with user consent.

Last week, I released a comprehensive report by the Government Accountability Office on the privacy protections for location data generated by in-car navigation technology. A copy of that report is enclosed with this letter. The GAO surveyed the country's largest car manufacturers, including Ford. Page one of the report said: "[A]ll selected companies disclose that they collect *and share* location data." This would strongly suggest that Ford does, in fact, share its customers' location data in some form.

The GAO's core conclusion is that while companies are taking steps to protect consumer privacy, they need to give their customers more information about how and why they are collecting their location data, and why they are sharing it with third parties. According to the GAO, nine of the ten companies surveyed gave customers reasons for collecting their location data that were so "broadly worded" that they would "potentially allow for unlimited data collection and use." Five of the ten companies surveyed did not tell their customers *why* the companies were sharing those individuals' location data.

I believe this is too little transparency. American drivers deserve better – and Mr. Farley's latest statements underscore this problem.

In light of this confusion, I respectfully request that you provide answers to the following questions by February 1.

- (1) What location information does Ford collect from drivers of Ford vehicles?
- (2) How exactly does Ford obtain a driver's consent for that collection?
- (3) Does Ford share any location data with anyone?
- (4) What kind of location data does Ford share, and with whom does Ford share it?
- (5) Does Ford share location data, in any form, with government agencies or law enforcement? If so, does Ford require a warrant before sharing that data?
- (6) How exactly does Ford protect the privacy of the data that it does and does not share?
- (7) How long does Ford retain this data?
- (8) How long is this data retained by the third parties who have received this data from Ford?

Thank you for your time and attention to this matter.

Sincerely,



Senator Al Franken
Chairman, Senate Judiciary Subcommittee
on Privacy, Technology and the Law