

The 2017 BVRLA Fleet Technology Survey focussed on the area of connected vehicles and their data. Views were canvassed from BVRLA members, fleet managers and drivers. We had responses from nearly 300 people and what they told us is detailed below:

For more information on BVRLA research please contact Research & Insight Manager, Phil Garthside [phil@bvrla.co.uk](mailto:phil@bvrla.co.uk)

### From our survey of drivers...

Diagnostic data that helps identify and prevent faults



95%

**When are drivers happy to share vehicle data?**

Automatic data sharing with a breakdown company when required



93%

Drivers are overwhelmingly happy to share data if it helps diagnose faults, improve reliability or help them in the event of a breakdown.

To help manufacturers identify safety or warranty issues with parts



82%

### When are drivers not happy to share vehicle data?

Drivers are less happy to share information about their own driving behaviour or performance. They are also not particularly happy about selling information about their vehicle, location or weather.

Data about their driver behaviour and performance



44%

Selling data about their location, weather conditions or vehicle performance



36%

### From our survey of BVRLA members and fleet managers...

**X** 47%

**What data is being collected?**

46% **X**

I am very clear about the data that manufacturers are collecting

Most motor manufacturers are willing and able to tell us what data they are collecting

**✓** 70%

**Do manufacturers have an obligation to provide vehicle data?**

68% **✓**

Vehicle manufacturers should provide vehicle data to the lease company / registered keeper of their vehicles

Vehicle manufacturers should provide vehicle data to the driver / fleet customer of their vehicles

**✓** 79%

**Concerns over restriction of access to data**

89% **✓**

I am concerned that vehicle manufacturers will restrict access to telematics data to further their own business goals

Vehicle manufacturers should allow me to install third party telematics devices to my vehicles provided that they meet agreed security standards

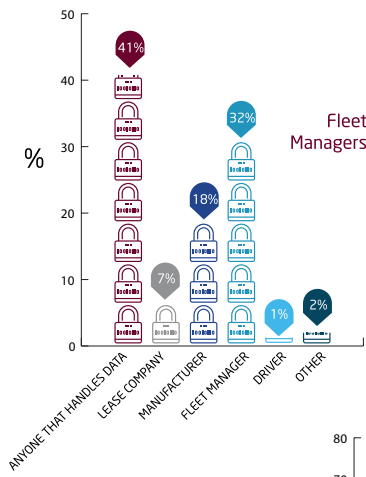
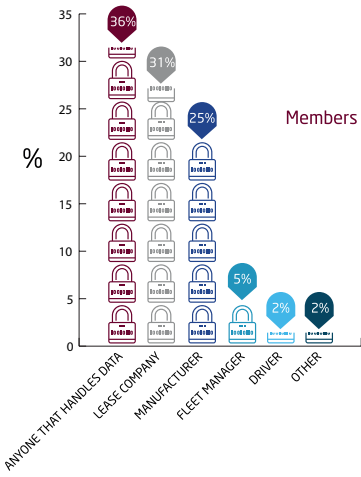
**✓** 54%

**Are you ready for GDPR?**

52% **✓**

My company is clear about its responsibilities under the General Data Protection Regulation

My company has a clear strategy regarding its collection and use of driver and vehicle data

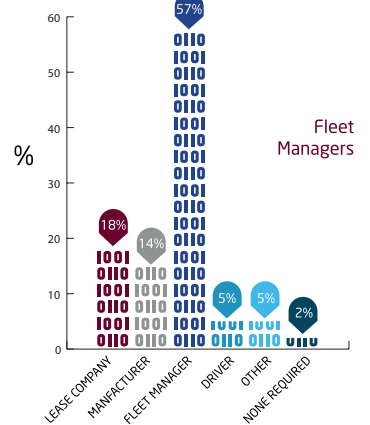
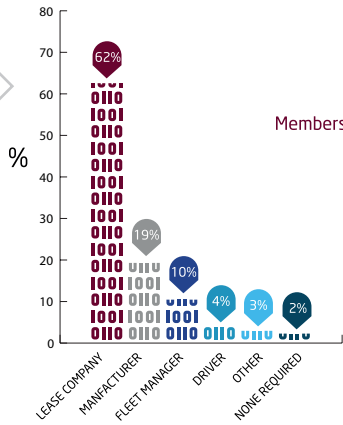
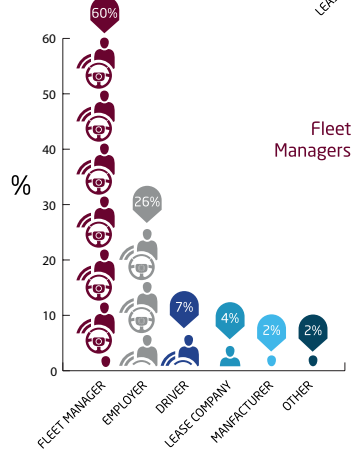
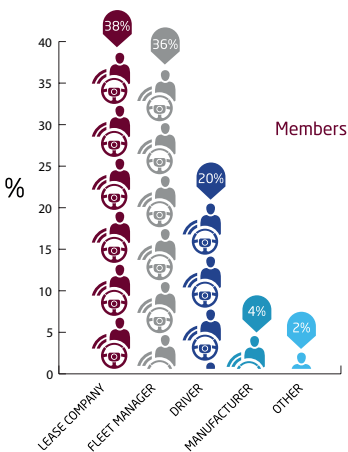


## Who is responsible for data protection?

We asked who should be ULTIMATELY responsible for data protection. The most popular answer is that it is the shared responsibility of anyone who handles it. A significant proportion of both BVRLA members and fleet managers felt that they too had responsibility.

## Who should control access to vehicle data?

Views on who should control access to vehicle data tend to depend on which side of the fence you are on.

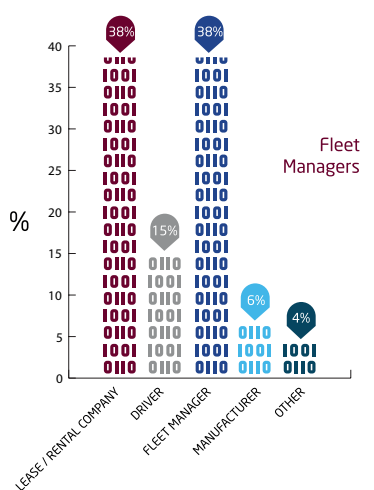
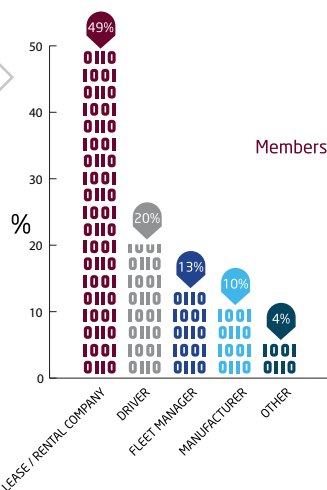


## Who should control access to personal data?

Most fleet managers believe that either they or their employer should play this role. BVRLA members are more equivocal and think that they and the fleet manager and the driver should have a say.

## Who should be responsible for cleansing data?

Nearly 50% of our members are willing to take responsibility, with a minority thinking that drivers need to be responsible for their data. Fleet managers were split on the issue, with some willing to take responsibility and others suggesting that rental or leasing companies should take the lead.



Did not agree

86%

Agree

14%



## Are fleets willing to pay manufacturers for vehicle data?

A real fly in the ointment for OEMs as neither BVRLA members or fleet managers appear willing to pay vehicle manufacturers for access to vehicle data.