

What is your car saying about you?



Where you've been

- Your last 100 parking locations
- The latest destinations you entered into the GPS

! Threats – Big brother



Where you get on the bus

- Where you changed to another means of transport such as riding the bus or train

! Threats – Profiling



How is your car

- Detailed data of the drive battery
- Your mileage reading
- Quality of the charging

! Threats – Expensive maintenance / unrequested offers



How you drive

- Length of time you used different driving modes
- Number of times the seatbelts tightened e.g. due to your sudden braking

! Threats – Loss of warranty / law enforcement



Who you know

- Your mobile phone's synced contact data (name, address, phone numbers, e-mail address and even personal images)

! Threats – Hacking

