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IoT Advisory Board Secretariat
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Dear Members of the Internet of Things Advisory Board (IoTAB),

I am writing to support the IoTAB's recommendation to include privacy information regarding using personal data on the Monroney sticker for new and used car sales. As an Executive Analyst and Founder of neXt Curve, and with over three decades of experience advising Fortune 500 companies on technology-driven business innovation, I have witnessed first-hand the critical impact of transparent data practices on consumer trust and business success.

The integration of IoT technologies in vehicles has undeniably transformed the automotive industry, providing unprecedented levels of convenience, safety, and efficiency. However, the rise of connected vehicles also raises significant privacy concerns that must be addressed to maintain consumer trust and compliance with evolving data protection regulations.

The recommendation to include basic privacy information on the Monroney sticker is a proactive step towards ensuring consumers are fully informed about how their data is used before making a purchase decision. This transparency is not only beneficial for consumers but is also crucial for manufacturers and dealerships to build and maintain trust.

At neXt Curve, our research continually points to the importance of transparency as a cornerstone of consumer trust in technology. By adopting this recommendation, the automotive industry can lead by example in privacy advocacy, setting a benchmark for other sectors integrating IoT solutions.

I applaud the IoTAB for their hard work on this matter and urge the U.S. Department of Commerce to implement this recommendation in their report. Such measures will

undoubtedly contribute to a healthier digital ecosystem and reinforce the United States' leadership in transparent technology practices related to IoT.

Thank you for considering my support for the IoTAB's recommendation.

Sincerely,

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