



April 30, 2024

Ms. Barbara Cuthill
IoT Advisory Board Secretariat
Information Technology Laboratory
National Institute of Standards and Technology
100 Bureau Drive
Gaithersburg, MD 20899
barbara.cuthill@nist.gov

Dear Ms. Cuthill,

I am writing to express my firm support for the IoT Advisory Board's recommendation to incorporate privacy information on the Monroney sticker for both new and used car sales. With over twenty years of experience in the technology sector, focusing on intelligent infrastructure, cloud strategy, and the Internet of Things (IoT), I understand the imperative of ensuring data privacy transparency in today's increasingly digital and connected world.

As Co-Founder and Managing Partner at Smart Connections Consulting, Co-Founder at TrueNorth Software Solutions and Technology Advisor at the Autonomy Institute, I have been deeply involved in advising on and implementing solutions that uphold ethical data practices. The proposal to enhance the Monroney sticker aligns with our national priority to build intelligent infrastructure that supports transparency and secures consumer rights.

Modern vehicles, which are integral components of the IoT ecosystem, collect and process significant amounts of data. It is vital for consumers to be clearly informed about what personal data their vehicles collect and how it is utilized. Providing privacy details on the Monroney sticker would not only foster consumer trust but also empower consumers to make informed decisions regarding their privacy.

The initiative to include such personal data transparency on the Monroney sticker would set a precedent for transparency in automotive sales and could potentially be a model for other sectors impacted by IoT technologies. This step would enhance consumer trust and facilitate broader adoption of smart technologies, aligning with broader social and technological advancements.

I commend the IoT Advisory Board for their foresight in this critical aspect of consumer and data transparency, and I wholeheartedly support the implementation of this

recommendation. Please feel free to reach out if further discussion is needed on this topic.

Thank you for your work on this significant matter. I am eager to support in advancing this important U.S. initiative.

Sincerely,

A handwritten signature in black ink that reads "Bill Pugh". The signature is written in a cursive, slightly slanted style.

Bill Pugh

Co-Founder/Managing Partner, Smart Connections Consulting

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