

Barbara Cuthill
IoT Advisory Board Secretariat
Information Technology Laboratory
National Institute of Standards and Technology
100 Bureau Drive
Gaithersburg, MD 20899

May 5, 2024

Re: Inclusion of the IoTAB's Monroney recommendation in the Final IoTAB report – Support

Dear Ms. Cuthill,

I am writing to strongly support the U.S. Department of Commerce Internet of Things Advisory Board (IoTAB) recommendation to incorporate a data privacy transparency feature onto the Monroney Sticker for new and used car sales. This initiative is crucial in enhancing transparency, empowering U. S. consumers, and increasing trust within the automotive industry, particularly in our rapidly evolving IoT digital landscape.

By way of background, I am a Silicon Valley-based entrepreneur who has co-founded multiple tech companies, including, most recently, a cybersecurity company I led as CEO that grew to over \$100 million in annual sales. Over the last few years, I have also been very active in advising legislators and civil society groups on a pro-bono basis on tech policy matters. My contributions include being the author of the policy book *Containing Big Tech*, working as a full-time volunteer to help pass California Proposition 24 (the California Privacy Rights Act of 2020), advisory work on the passage of a data broker law in Texas in 2023 (Texas SB 2105), and supporting legislators and civil society groups on the passage of the California Delete Act (SB 362). Hopefully my background underscores my deep commitment to advancing cybersecurity and consumer privacy protections in the United States.

The incorporation of transparent and simple privacy information on the Monroney sticker not only aligns with the principles I advocate for but also holds the potential to significantly enhance consumer awareness and control over their data in the United States. This will empower consumers, increase trust, and ensure that they are well-informed about what happens to their data, enabling them to make informed purchasing decisions.

I reiterate my strong support for the inclusion of the IoTAB's Monroney recommendation in the Final IoTAB report. This recommendation promises to be a significant step forward for consumers' data use transparency standards in the automotive sector, and I believe it is a crucial initiative that should not be overlooked.

Thank you for your valuable time and attention to this important initiative. I am confident that this positive step will enhance consumer privacy, and trust will be aligned with technological advancements for the future of the Internet of Things (IoT) leadership in the United States and around the world. Please feel free to contact me if you require further information or perspectives on this matter.

Sincerely,

A handwritten signature in red ink that reads "Tom Kemp". The signature is written in a cursive style with a large initial 'T' and a long, sweeping underline.

Tom Kemp

Website: <https://www.tomkemp.ai>