HUDSON COOK

DRIVEN BY DATA: PRIVACY RISKS AND LITIGATION TRENDS IN AUTOMOTIVE FINANCE

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DRIVEN BY DATA: PRIVACY RISKS AND LITIGATION TRENDS IN AUTOMOTIVE FINANCE Modern vehicles collect, generate, and transmit an unprecedented amount of consumer data, creating new legal and compliance risks for manufacturers, dealers, finance companies, and service providers. In this session, we will examine emerging privacy issues involving connected cars, the collection and use of vehicle and driver data, data sharing among industry participants, and the growing patchwork of state consumer privacy laws. We will also discuss recent state enforcement and litigation trends and offer practical steps automotive finance companies can take to manage privacy, cybersecurity, vendor, and reputational risks. Moderator: Eric Johnson, Partner, Hudson Cook, LLP, Oklahoma City, OK Panelists: Megan Nicholls, Partner, Hudson Cook, LLP, Fort Worth, TX Joe Pitstick, General Counsel & Vice President, Compliance, Porsche Financial Services, Inc., Atlanta, GA