

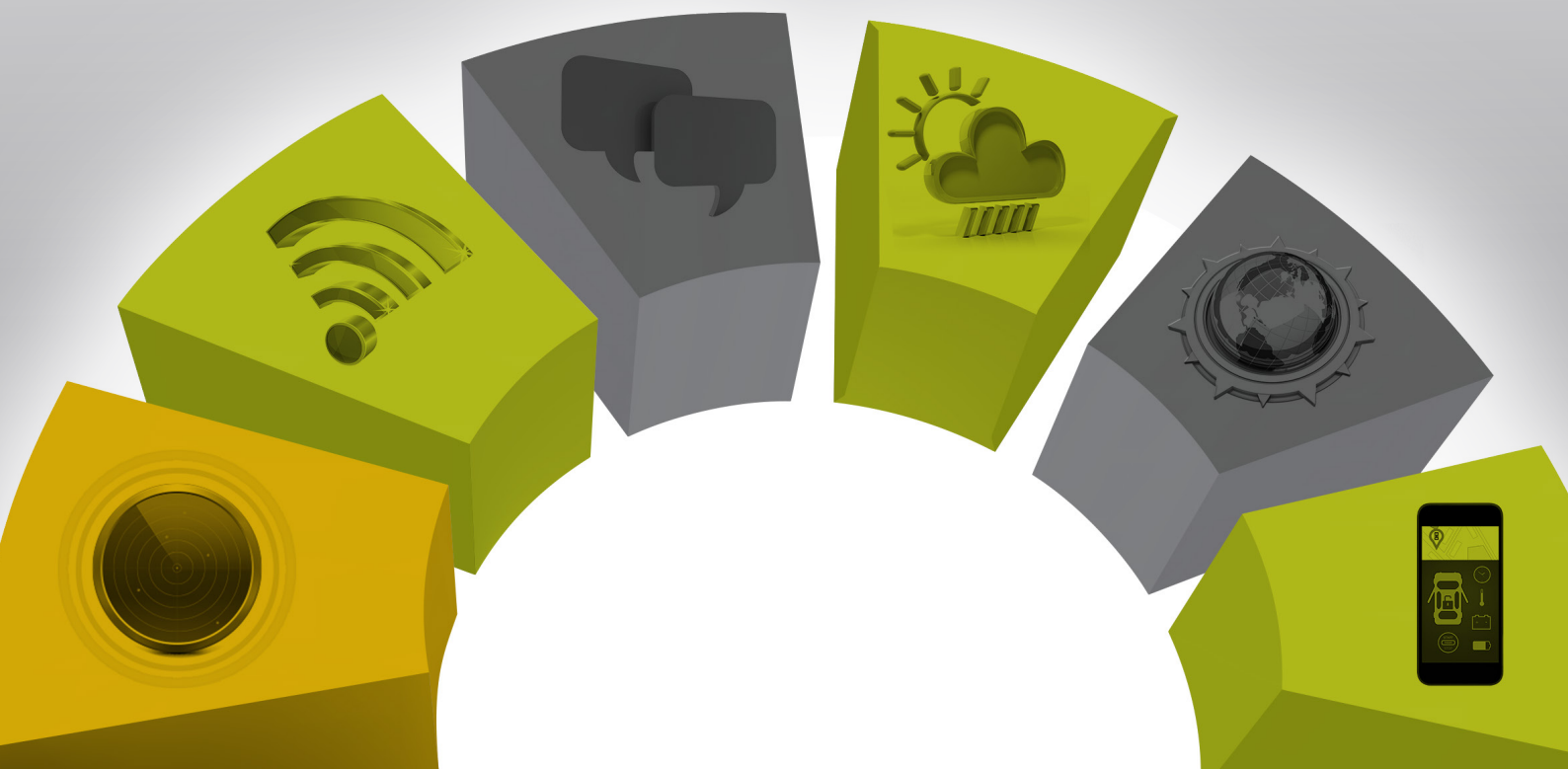
WE UNDERSTAND
THE INTERACTION AMONG
THE PLAYERS WITHIN
THE CONTRACTUAL
RELATIONSHIPS



Technologies focused on continuous innovation and rapid developments - along with sophisticated driver technology appetites - mean that the connected car is here to stay. Smart services need smart connectivity and smart professional skills.

It is anticipated that the connected car will achieve mass-market penetration over the next few years - the number of vehicles with built-in connectivity will increase from 10% to 90% by 2020. In-car telematics that leverage connectivity, whether over the internet or via dedicated short-range communications, provide real-time safety, convenience, entertainment and communications services to the driver. This means that connected vehicles are becoming hubs that generate, process, send and receive vast amounts of data while on the move, raising a whole host of legal issues, particularly around data and liability issues.

We have extensive experience in providing assistance to automotive and mobile and connectivity organizations and we work with them to satisfy ever increasing driver connectivity needs.



KEY LEGAL ISSUES AROUND THE CONNECTED CAR

TELECOMS

- Structure of the contractual relationship between the IT provider and the mobile operator is important in terms of the effects of telecoms regulations
- Requirements to be included in the contract need to be verified on a country by country basis

DATA PRIVACY AND CYBER SECURITY

- Interplay between telecoms and data protection regulation
- Data controller vs. data processor
- End user notice and consent
- Written consent for sensitive data
- Data Protection Authority registrations
- Appointment of data privacy officer
- Implementing internal compliance programs

- Cross-border data transfer restrictions
- Translations and other localization steps

INSURANCE REGULATION

- Where does the fault/liability lie if a self-driving car has an accident?
- Do accidents fall under product liability regulations preventing any limitation?
- Will there be car certification requirements which might oblige car makers to put insurance in place covering both the manufacture of connected car technologies and cyber crimes?

INTELLECTUAL PROPERTY

- Innovation around the connected car will inevitably lead to the need for patent protection
- Licensing of the technology behind the connected car

- Should platforms be 'open source' allowing vertical platforms to communicate?

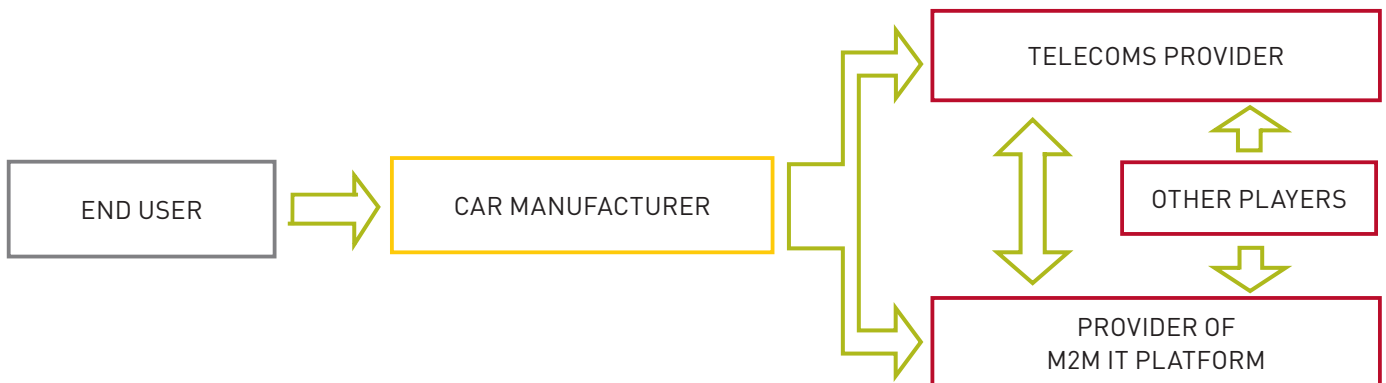
CONSUMER PROTECTION LAW

- Fair, complete and transparent information to consumers
- Possible limits to the right of withdrawal
- Acceptance of the service in case of second-hand cars

DRIVER DISTRACTION AND SAFETY AND INDUSTRY REGULATION

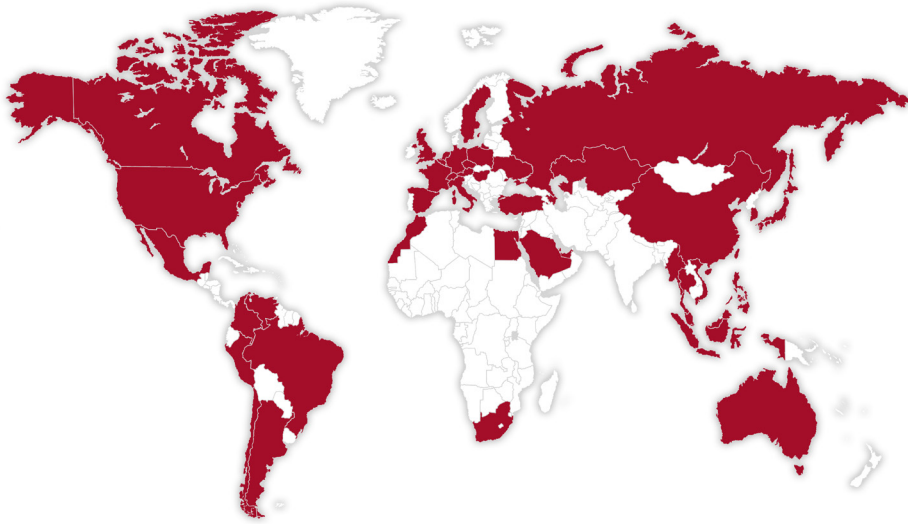
- In-vehicle warnings (written and sound warnings)
- Possibility to place calls
- Use and location of buttons
- Automatic stop functionalities

FULL-SERVICE SOLUTIONS AROUND YOUR CONNECTED CAR NEEDS



WE CAN HELP WITH

- Integrated emergency and e-call systems
- Integration and use of SIM cards
- Infotainment systems
- Use of data from intelligent systems
- e-Commerce
- Tax optimization
- Optimal site selection
- Telecoms regulations
- Establishment of a service company
- Device safety
- Road safety
- Numbering regulation
- Electronic messaging
- Use of geo-location data
- Car performance data, trouble-shooting or diagnosis
- Consumer Protection
- Two-way calls
- Licensing requirements and localization of contracts for the provision of services
- International data transfers
- Call recording and consent requirements
- Requirements for the cross-border provision of services
- Cyber security



GLOBAL FOOTPRINT

- 47 countries
- 77 offices
- 5,300+ lawyers
- Admitted to practice in 250+ jurisdictions
- Fluent in 75+ languages
- Over 650 lawyers dedicated to technology matters

Ranked **Band 1** by Chambers Global for **Data Protection** in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015

Ranked **Band 1** by Chambers Global for **Outsourcing** in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015

Ranked **Band 1** by Chambers Global for **TMT** in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015.

We are the only firm to be **ranked Band 1** alone by Chambers Global for TMT for the last 5 years no other firm has been ranked Band 1 during that time, other firms were moved to Band 2

Ranked **Band 1** by Chambers Europe 2012, 2013, 2014 and 2015 for TMT - Europe-wide

Ranked **Band 1** by Chambers Asia Pacific 2014 and 2015 for TMT

“Highly specialised TMT team with exceptional global reach, offering a full range of services across the sector to a stellar and high-profile client list.”
Chambers Global 2015

“They have been very proactive and attentive, and always deliver consistent work.”
Chambers Global 2015

“They have a strong and deserved reputation when it comes to technology.”
Chambers Global 2015

“Offers unparalleled global breadth paired with enviable expertise in the technology, media and telecommunications arena.”
Chambers Global 2014

“They’re very commercial. For a big firm they know how to cut the cloth accordingly, to get things done quickly without too much fuss or over-lawyering.”
Chambers Global 2014

“A highly coordinated global team combines vast geographic coverage with market-leading expertise.”
Chambers Global 2013

“This international powerhouse retains its top-tier ranking thanks to a combination of market-leading specialist knowledge and unmatched global coverage.”
Chambers Global 2013



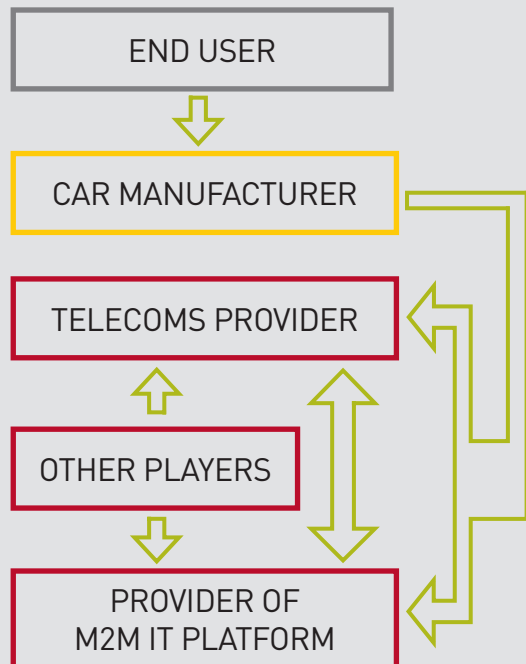
CONNECTED CAR

OUR UNIQUE SOLUTIONS

We understand the interaction among the players within the contractual relationships

- » Design of service offering
- » Tax and legal structure
- » Documentation and implementation
- » Audit and incident response

Our experts provide a full-service solution around your connected car needs



TELECOMS

- eCall
- Contractual relationship between the IT provider and the mobile operator
- Interplay between telecoms and data protection regulation
- Interoperability and platform neutrality
- Roaming
- Data / voice communications
- Integration and use of SIM cards
- Numbering issues

CONSUMER PROTECTION

- Information to consumers
- Second-hand car market
- Statutory warranty for digital content

DATA PROTECTION

- Data controller vs. data processor
- End user notice and consent
- Written consent for sensitive data
- Appointment of data privacy officer
- Translations and other localization steps
- Privacy by design

INTELLECTUAL PROPERTY

- Open source platform
 - Patents & trademarks
 - Trade secrets
 - Counterfeiting
 - Infringement
 - Recordation

LIABILITY

- Insurance regulation
- Self-driving cars
- Product liability
- Tyre approval requirements
- Cyber security

INFORMATION

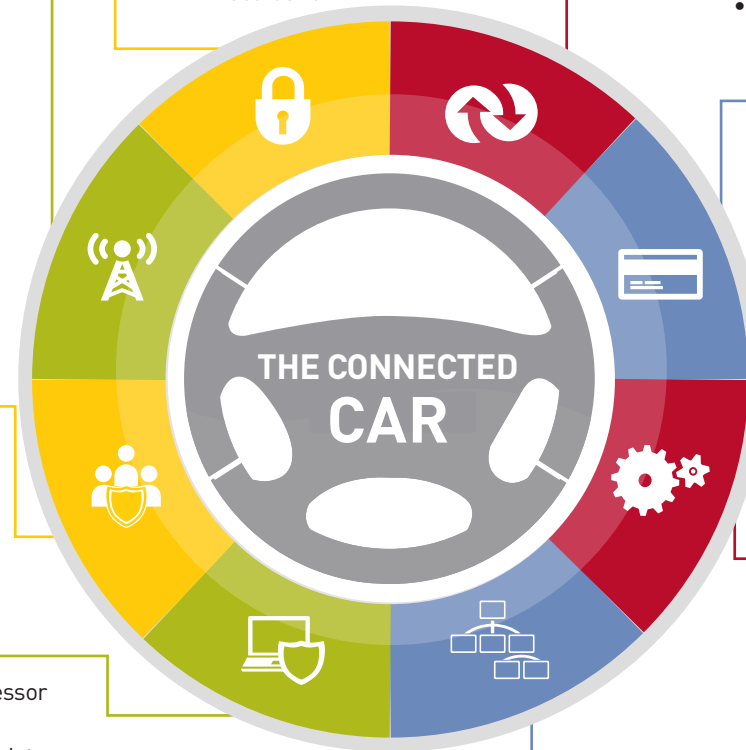
- Child protection
- Data collection / transfer
 - Texting
 - Whistleblower hotlines
- Data privacy & protection
 - Breach notification
 - Radio frequency ID
- Data integrity & security
 - Payment card industry laws
- Records management
- Software licensing

DRIVER DISTRACTION, SAFETY & INDUSTRY REGULATION

- In-vehicle warnings (written and sound warnings)
- Possibility to place calls
- Automatic stop functions
- Diagnostic

DESIGN & PRODUCTION

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Domestic content • Environmental <ul style="list-style-type: none"> - Climate change - Clean air / water - Hazardous waste - Remediation - Toxic substances | <ul style="list-style-type: none"> • Outsourcing <ul style="list-style-type: none"> - Controls - IT Security • Product safety <ul style="list-style-type: none"> - Testing - Certifications • Supply agreements | <ul style="list-style-type: none"> • Supply chain security <ul style="list-style-type: none"> - ISO 28000 - Inspections - Credentialing • Transfer pricing • Workplace safety |
|--|--|--|



CONNECTED CAR | ABOUT US

AWARDS & RECOGNITION

Ranked **Band 1** by Chambers Global for **DATA PROTECTION** in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015

Ranked **Band 1** by Chambers Global for **OUTSOURCING** in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015

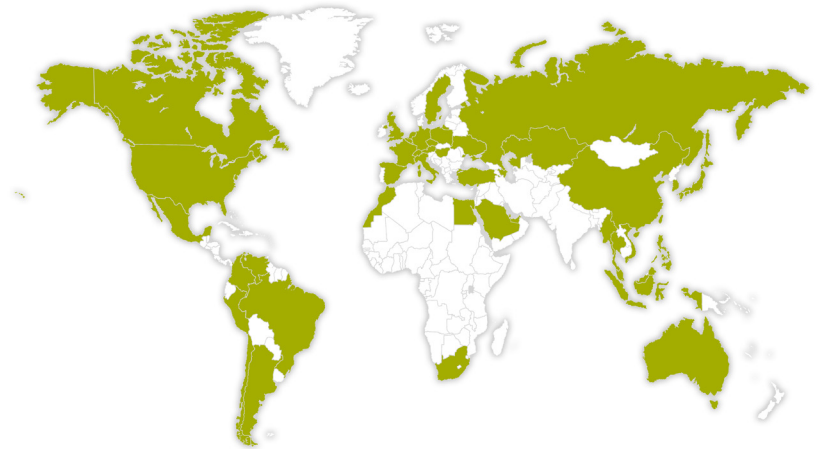
Ranked **Band 1** by Chambers Global for **TMT** in 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2015 – we are the **ONLY firm** to be ranked **Band 1** by Chambers Global for **the last 5 years** (other firms were moved to band 2)

Ranked as **WORLD'S BEST OUTSOURCING ADVISORS** by the International Association of Outsourcing Professionals

WHY BAKER & MCKENZIE?

Baker & McKenzie has been global since inception. It's in our DNA.

- Over 650 lawyers dedicated to technology issues
- 47 countries
- 77 offices
- 5,300+ lawyers
- Fluent in 75+ languages
- Admitted to practice in 250+ jurisdictions



WHAT OTHER SAY ABOUT US



Highly specialised TMT team with exceptional global reach, offering a full range of services across the sector to a stellar and high-profile client list.

[Chambers Global 2015](#)

Offers unparalleled global breadth paired with enviable expertise in the technology, media and telecommunications arena.

[Chambers Global 2014](#)

This international powerhouse retains its top-tier ranking thanks to a combination of market-leading specialist knowledge and unmatched global coverage.

[Chambers Global 2013](#)

Offers impressive specialist knowledge of developments in new technologies.

[Chambers Global 2012](#)

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CONNECTED CAR | WE'VE DONE THIS BEFORE ...

- Advised a **global automotive manufacturer** on the technology and privacy matters related to the global expansion of its in-vehicle services and the roll-out in more than 60 countries. Advice included profiles around the design, implementation and framework of the e-car functionality.

- Advised a **large construction equipment and vehicle manufacturer** on its implementation of in-vehicle services in relation to regulatory and data protection issues, particularly on the rules applicable to geolocation services.

- Advised an **international automobile group** on telecommunication matters related to its development and implementation of a connected car service in more than 40 jurisdictions, with a particular focus on addressing regulatory questions.

- Advised a **provider of global data storage solutions and technology** on issues around the provision of IaaS (storage) services for one of the world's leading automotive manufacturers.

- Advised a **global outsourcing company** on geolocation and systems migration for possible clients in the vehicle manufacturing space, including telecoms connectivity, regulatory analysis of highways and driving regulations, telecoms frameworks and insurance regimes across multiple jurisdictions.

- Advised a **multinational automotive manufacturer** on the regulatory considerations for different connected car models. Work included advising on matters involving the connection back to manufacturer only for delivery of car performance data, trouble-shooting or diagnosis, delivering content to vehicle, providing emergency calling from vehicle and providing 2-way calls from vehicle.

- Advised a **leading multi-national telecoms company** on regulations and compliance and information technology issues in a number of countries for their M2M offerings in the automotive, consumer electronics and healthcare industries. These are data services (including location information and other statistics if an emergency is detected, safety and emergency services, traffic alerts) voice services (access to emergency services, concierge services and theft protection) and mobile downloading of content.

- Advised a **leading provider of systems integration and outsourced technology services** on issues related to the provision of information technology services to support in-car monitoring devices.

- Advised an **automobile manufacturer** specializing in high-performance sports cars on the regulatory requirements for the roll-out of a connected car service.