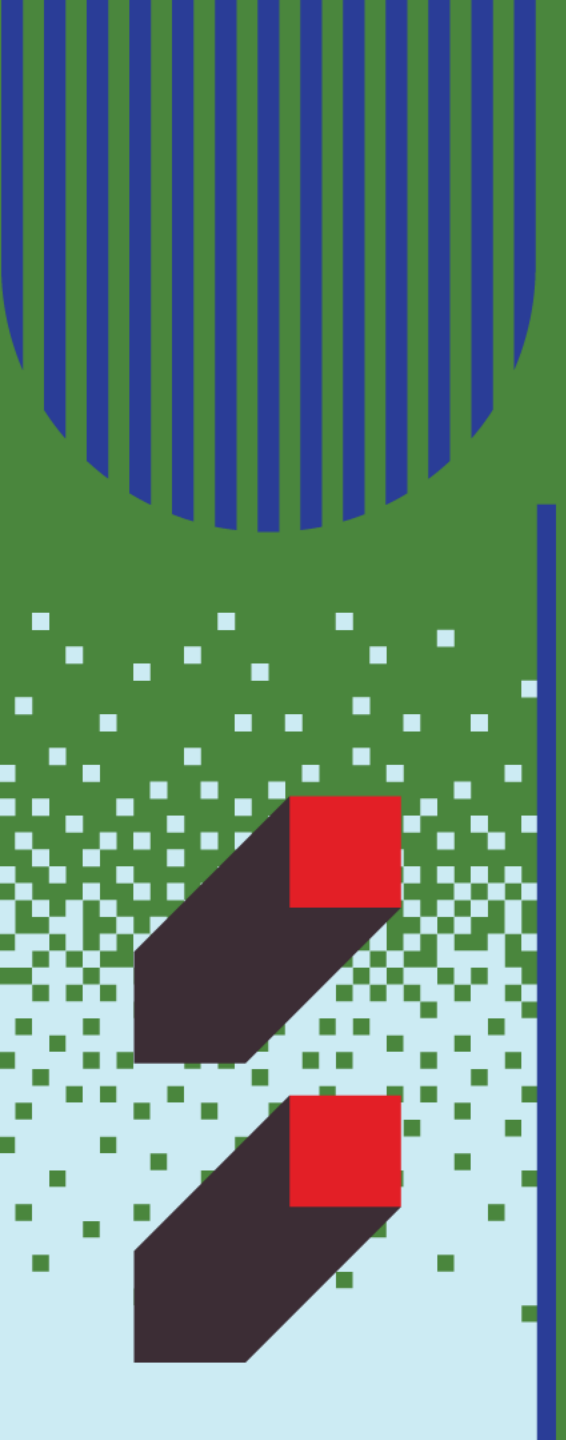

IAPP Global Summit 2026

Privacy | AI governance | Cybersecurity law

Conference 30-31 March

Workshops 1 April

Training 1-2 April

WASHINGTON, DC

#IAPPSummit26

Data Driven: Navigating Privacy and AI in the Automotive Industry

WELCOME AND INTRODUCTIONS

Stephen Reynolds, CIPP/US, Partner, Privacy and Cybersecurity, McDermott Will & Schulte

Vann Bentley, CIPP/E, CIPP/US, Head of Privacy Policy, Uber

Chelsey Colbert, CIPP/E, CIPP/US, Product Privacy and Security, Rivian Volkswagen Group Technologies

Jake Kolisek, Senior Corporate Counsel, Subaru

CHELSEY COLBERT

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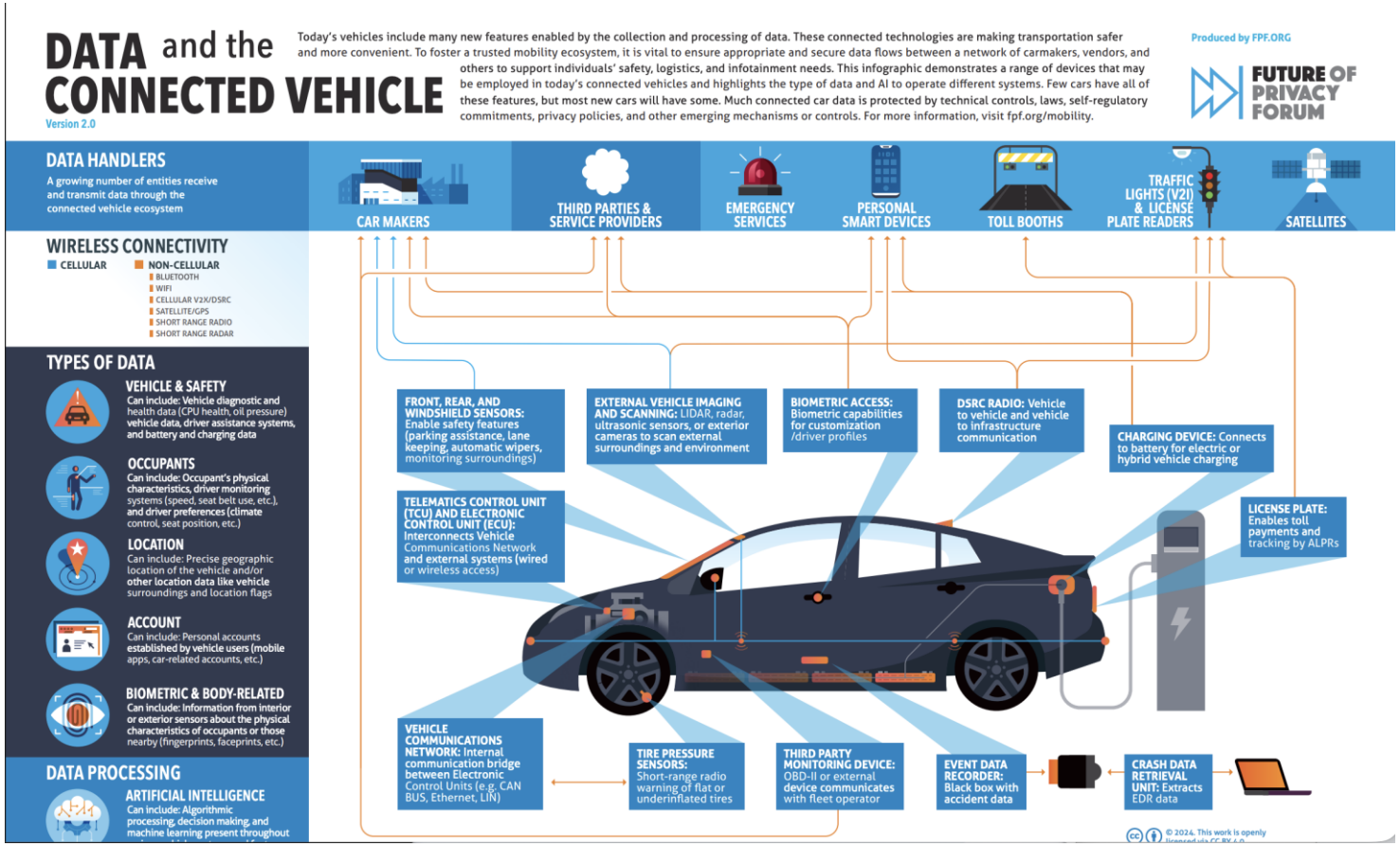
Key Developments and Trends: Connected Car Privacy



- CA and NY laws addressing misuse of vehicle connected services and giving survivors of domestic violence protections.
- State privacy laws and FTC Order mandating in-vehicle privacy controls (e.g., Utah HB 357 amendment, FTC Order against GM).
- Mozilla's "Privacy Not Included" 2023 report on Connected Cars.

JAKE KOLISEK

SUBARU

Overview of Subaru of Indiana Automotive, Inc.

1. **Address**: Lafayette, Indiana

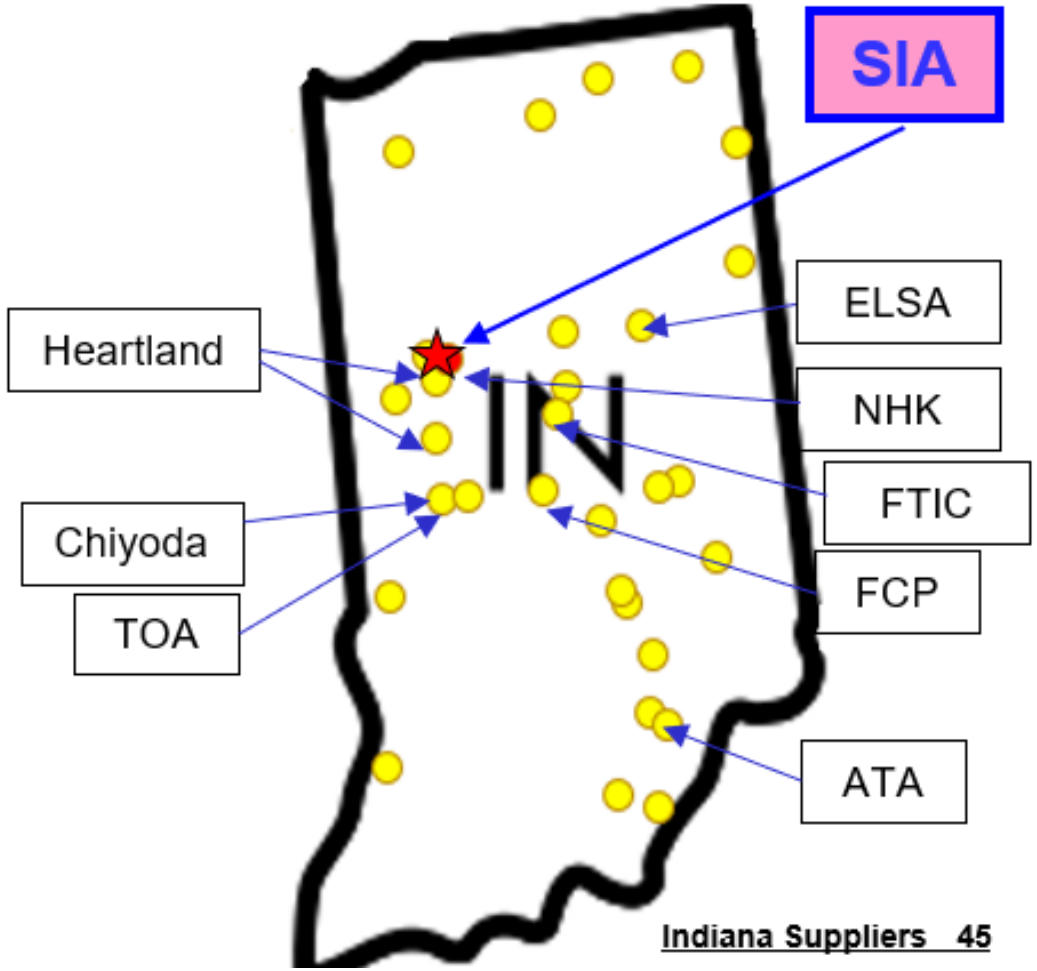
2. **Established**: 1987 (Joint venture with SUBARU 51% and Isuzu 49%)

3. **Start of Production**: September 11, 1989

4. **Capital**: $794 million

   (Wholly owned subsidiary of SUBARU Corporation since January 2003)

5. **Facility Investment**: $2.68 billion



Subaru Manufacturing Locations

Bumpers

Hoods

Doors

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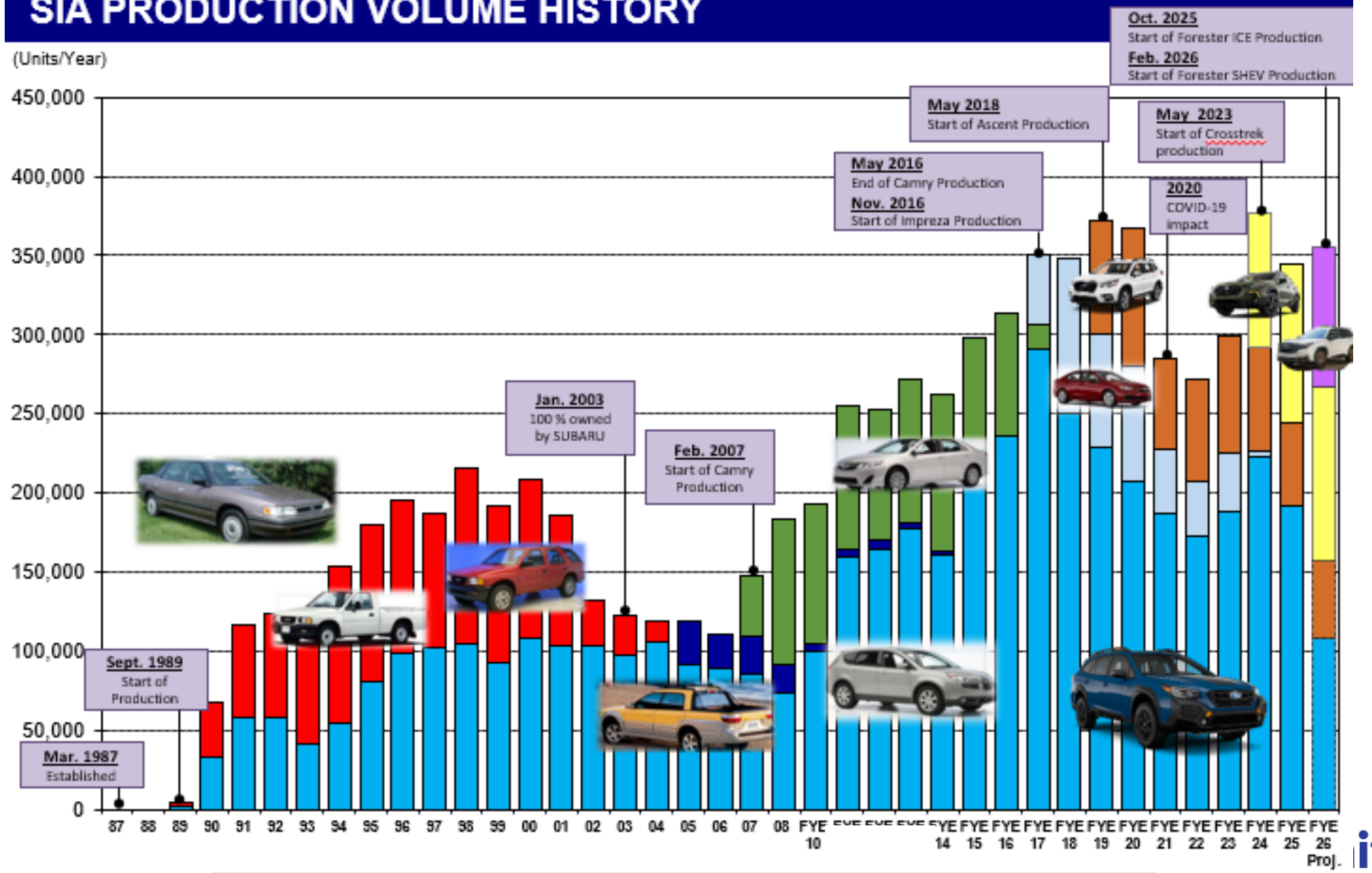
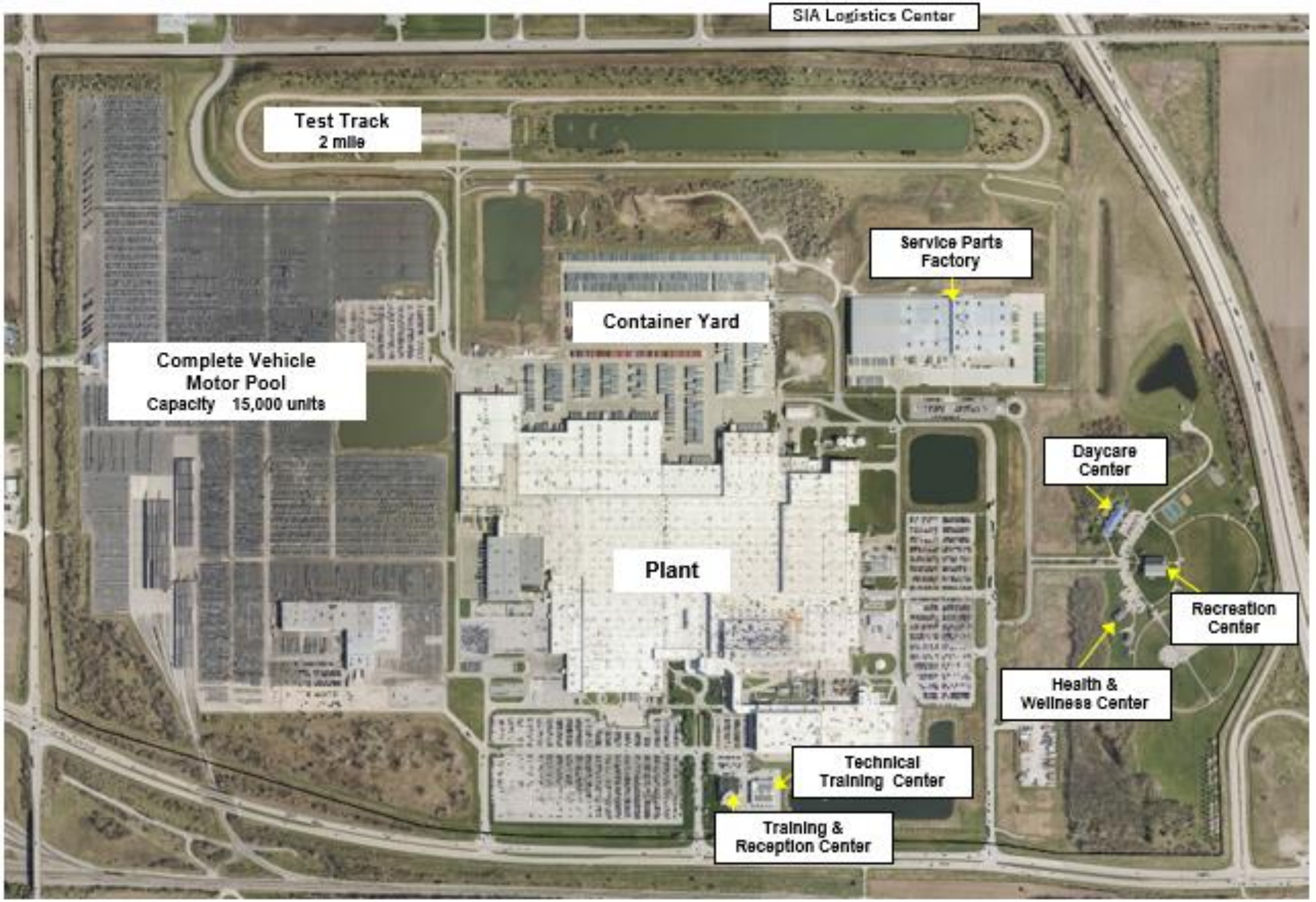
Operation / Facility Overview

Number of Associates:	**6,474 (as of February 1, 2026)**
Staffing:	**Administrative: 944 (15%)** **Production: 5,530 (85%)**
Production Shifts:	**1st Shift: 6:00a.m. – 2:30p.m.** **2nd Shift: 4:30p.m. – 1:00a.m.**
Site Area:	**820 acres (excluding easement and right of ways)**
Improved Area:	**699 acres**
Building Area (Footprint):	**5,235,953 square feet**
Floor Space (with Mezzanine and Penthouse):	**6,385,793 square feet**
Conveyors:	**16.85 miles**
Allowable Production Volume Under SIA's Air Permit:	**514,000 units**

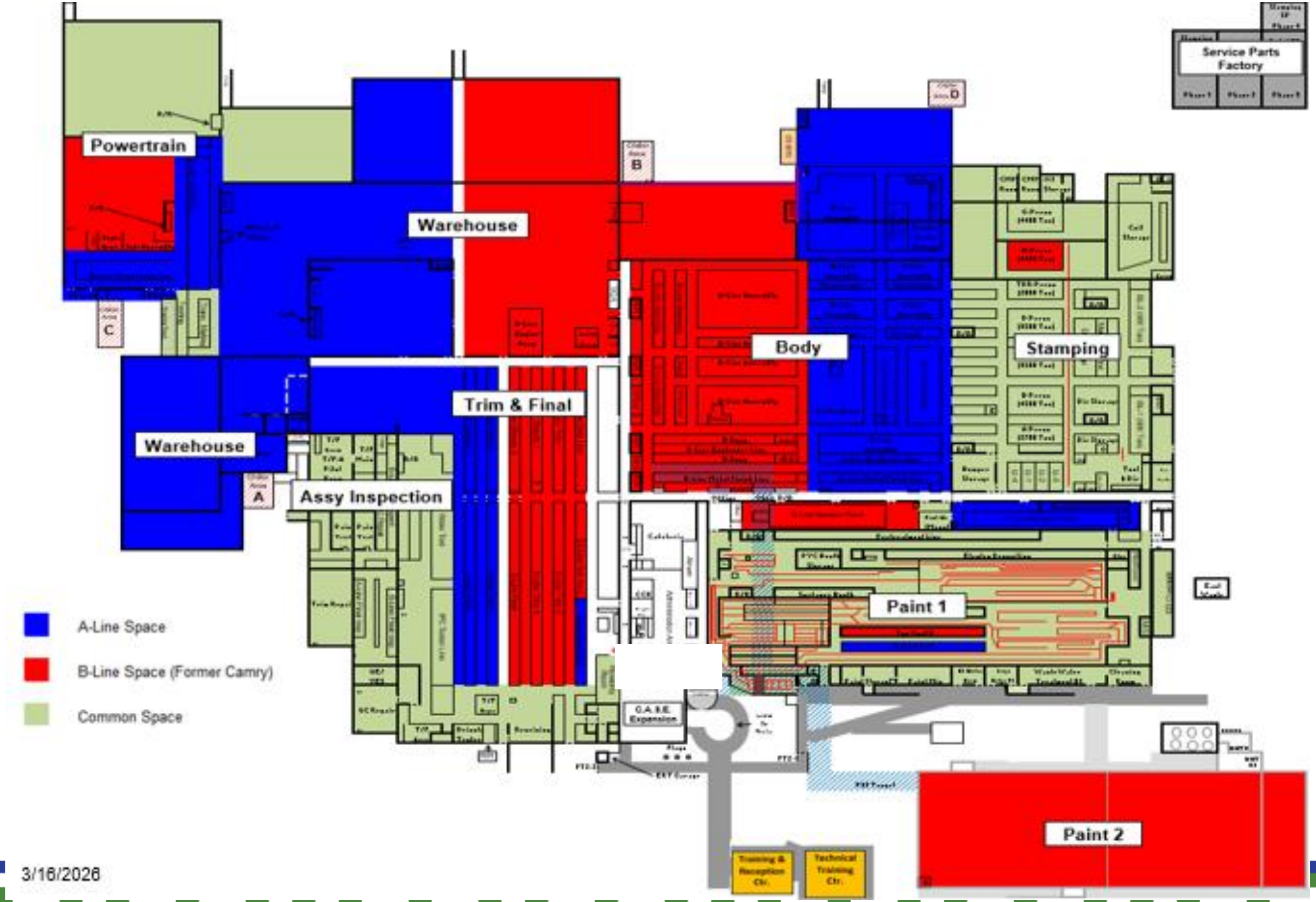
SIA PRODUCTION VOLUME HISTORY



Plant Map


SIA Logistics Center
Test Track
2 mile
Service Parts
Factory
Container Yard
Complete Vehicle
Motor Pool
Capacity 15,000 units
Daycare
Center
Plant
Recreation
Center
Health &
Wellness Center
Technical
Training Center
Training &
Reception Center

Facility Layout

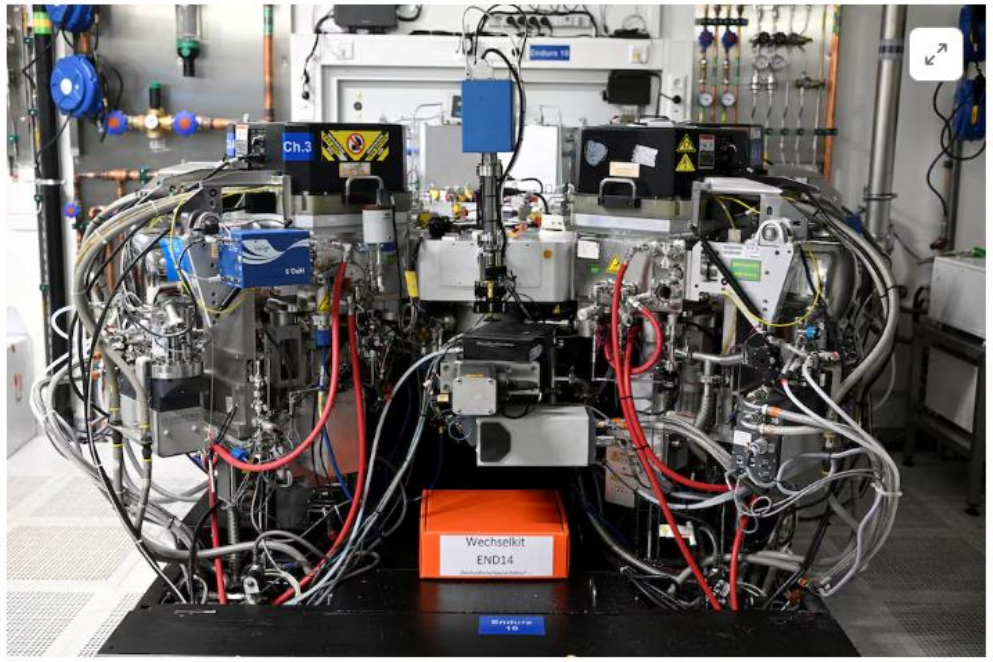


Supply Chain Risk

Automakers hunt high and low for chips as supply crisis worsens

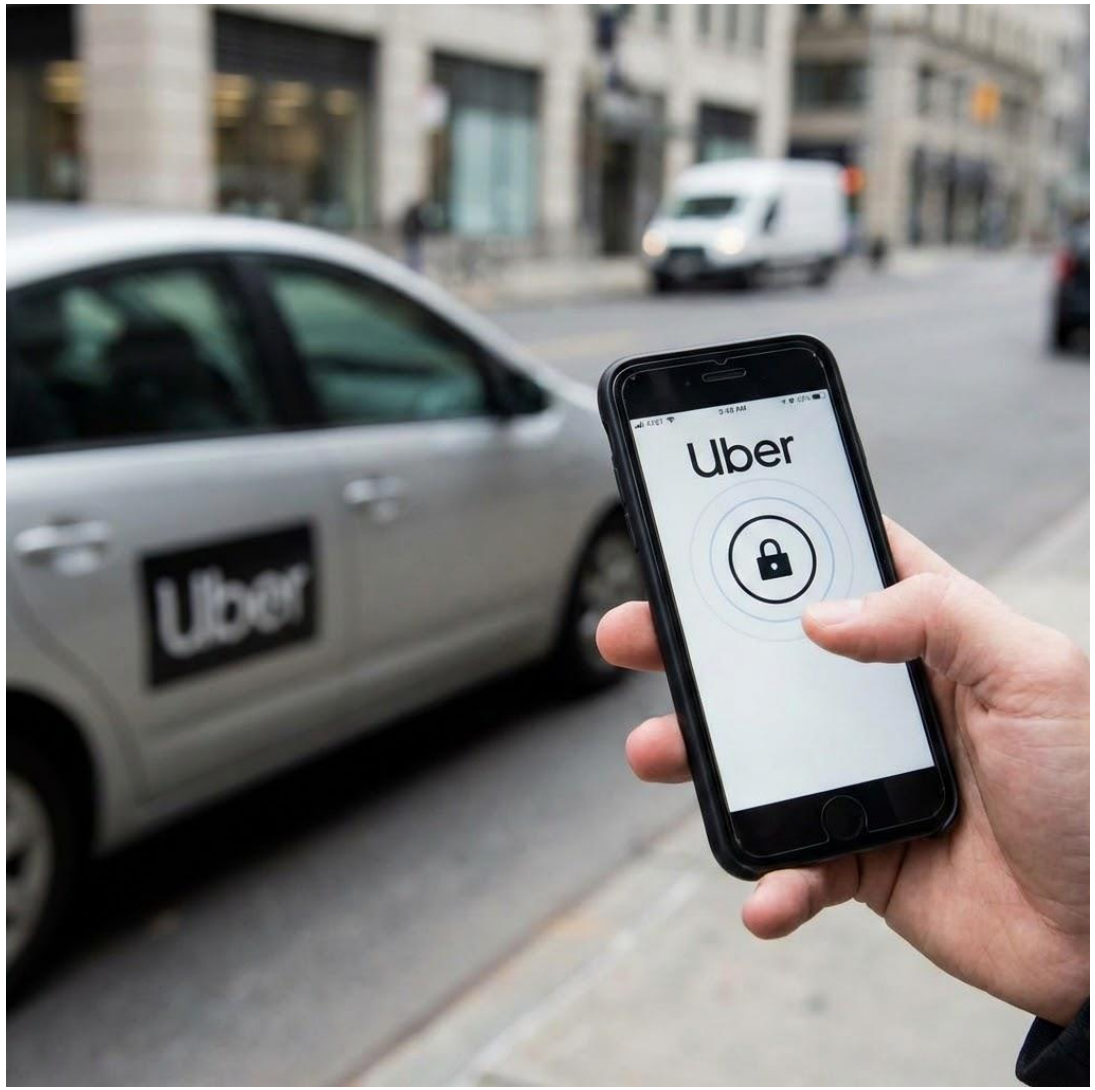
By **Aditi Shah**, **Daniel Leussink** and **Rachel More**

October 29, 2025 3:41 PM CDT · Updated October 29, 2025

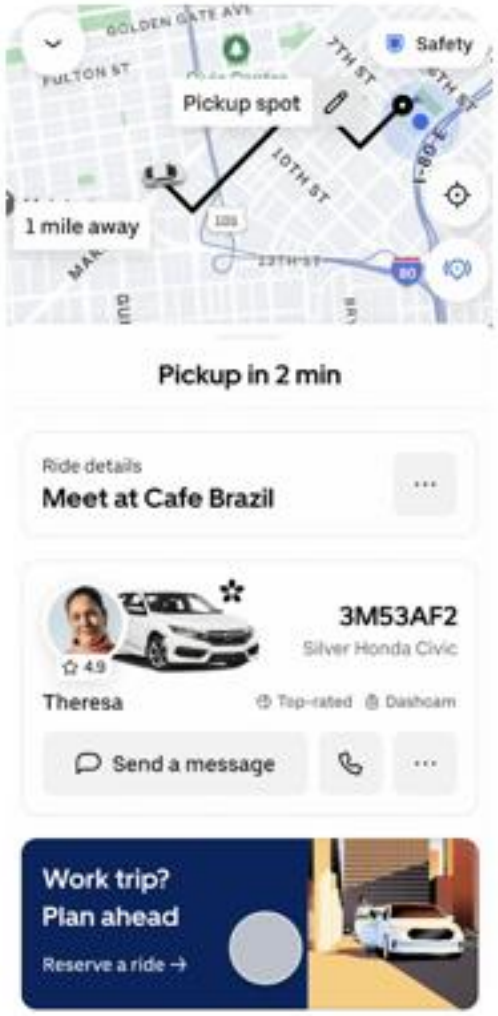


Supply Chain Risk

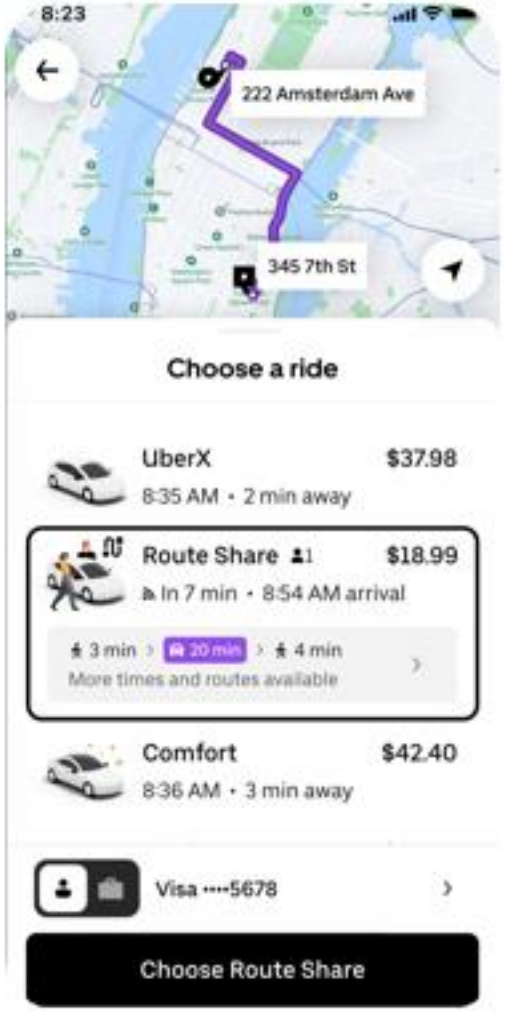
VANN BENTLEY



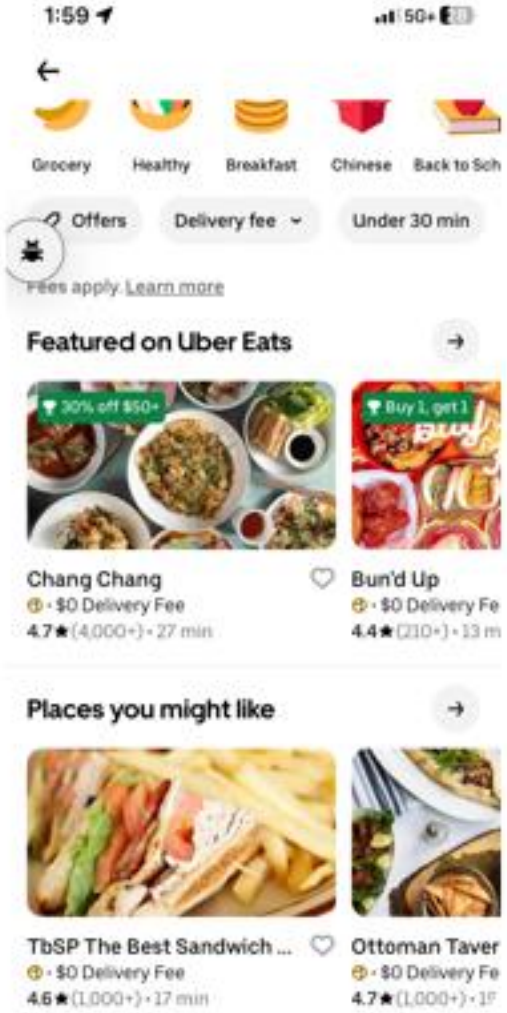
How Uber Uses Data



Matching riders and drivers

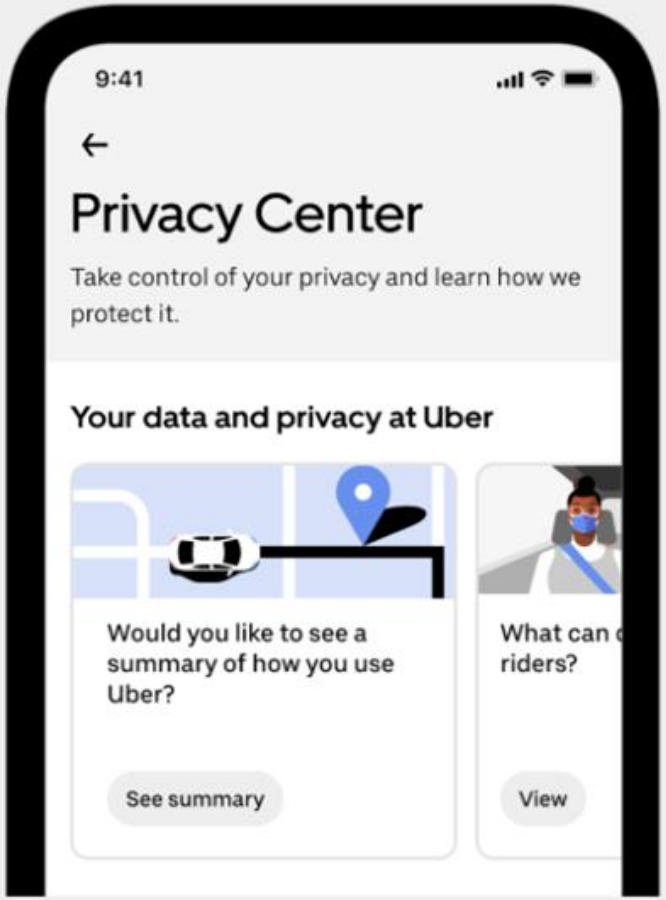


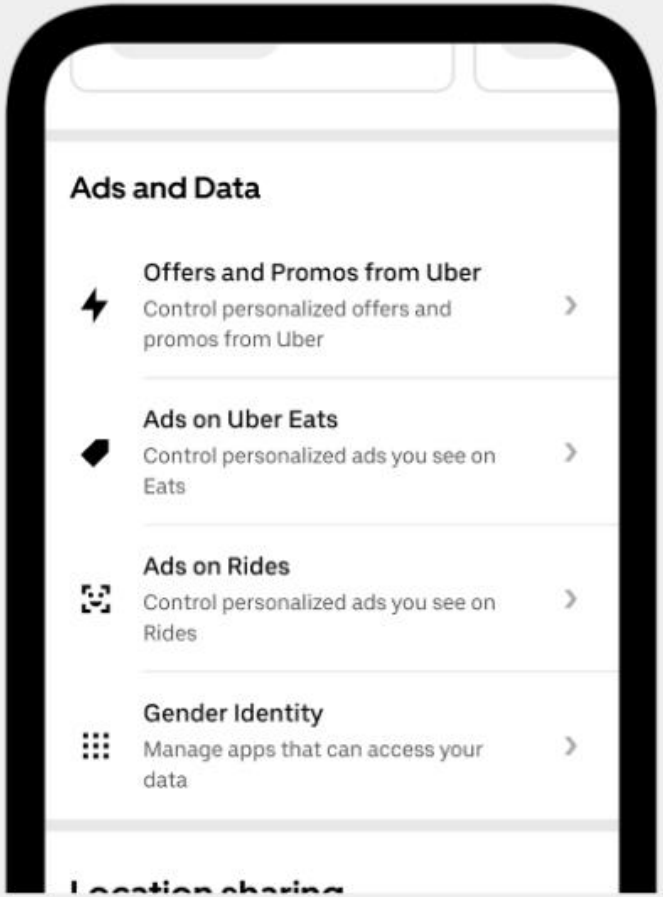
Choosing the fastest route

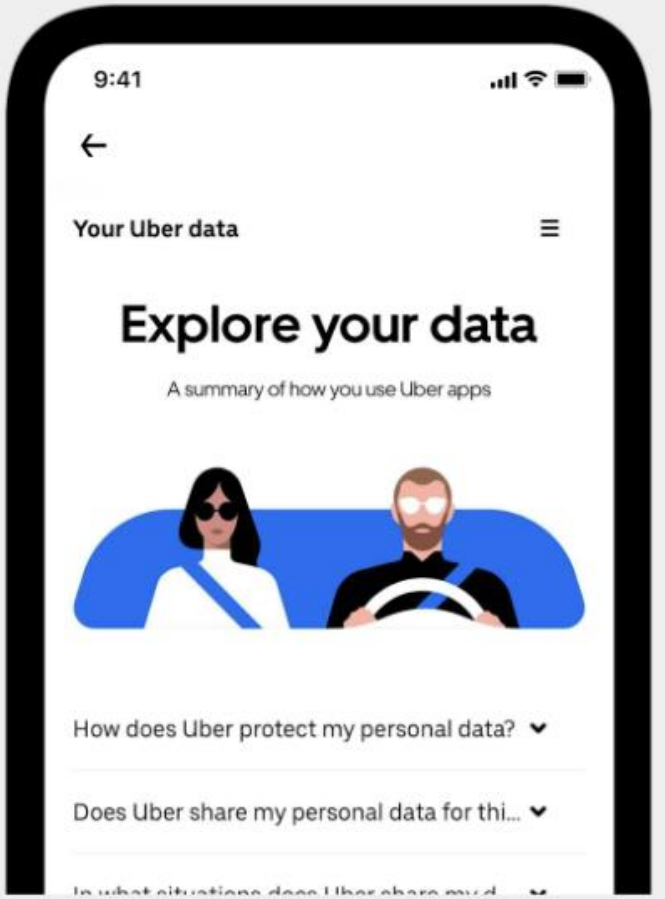


Finding new restaurants to try

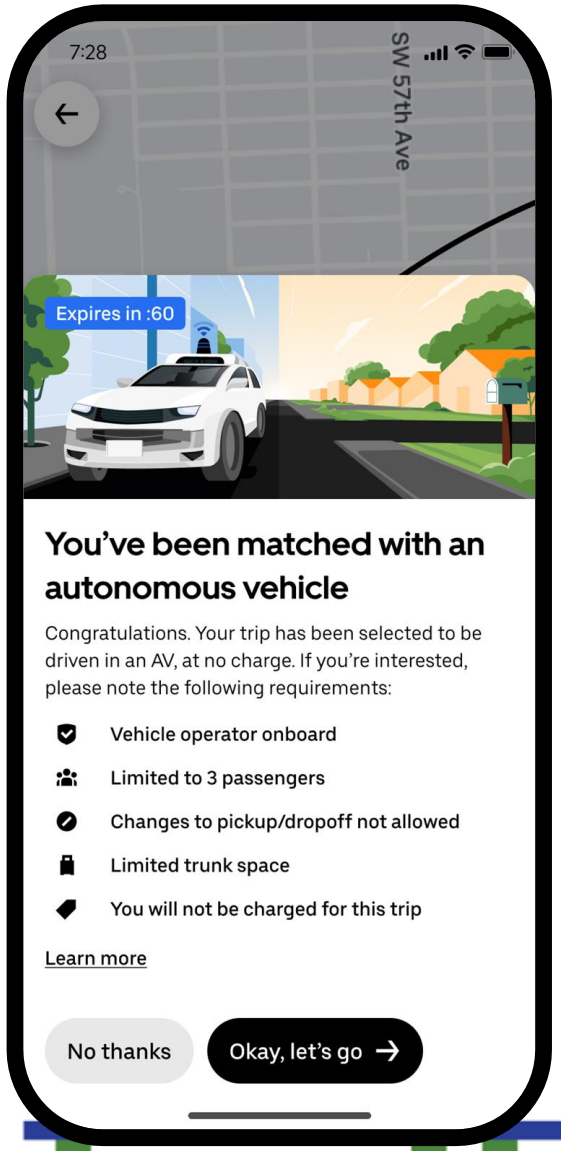
Privacy on Uber







Trends in Automotive Privacy



Questions?

How Did Things Go?
(We Really Want To Know)

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5. Once you've answered all three questions, tap "Done".

Thank you!