



February 10, 2017

Patrick Gallivan (R-59)
New York State Senate

Dear Senator Gallivan,

On behalf of the [Insights Association](#) (IA), a nonprofit trade association for the marketing research and analytics industry and profession, I write to endorse [S. 2584](#).

This legislation would clarify access to motor vehicle records in New York, correcting a deficiency in current law unintentionally impairing some valid federally-approved uses of such records available in more than forty states. Motor vehicle records provide a valuable resource for marketing research, data analytics and other legitimate business purposes. S. 2584 maintains privacy protections while allowing for appropriate research use of data by entities contracting with the Department of Motor Vehicles, as well as other uses like battling insurance fraud, assistance to law enforcement and aiding car manufacturers with sales verification and parts distribution

Current law only allows for record use for *“(i) issuance of manufacturer’s warranty, safety recall or similar notices, or (ii) statistical complications.”* By contrast, S. 2584 would allow for several more uses, including: *“(ii) for use in connection with ... performance monitoring of motor vehicles, motor vehicle parts and dealers; motor vehicle market research activities, including survey research...”* and *“(v) for use in research activities, and for use in producing statistical reports, so long as the contracting party does not publish, redisclose or use personal information to contact individuals.”*

In so doing, S. 2584 will allow New York residents similar protections against fraud as those in most other states, prevent likely increases in automobile-related products and services, and improve the decision-making capabilities of companies, organizations and government agencies. That is why we helped to craft the original federal Driver’s Privacy Protection Act in 1994,¹ and why now **the Insights Association urges the prompt passage of S. 2584.**

Sincerely,

A handwritten signature in black ink, appearing to read "Howard Fienberg", written over a white background.

Howard Fienberg
Director of Government Affairs
Insights Association

¹ "Research Interests Protected in Use of DMV Records." by Diane Bowers. *Marketing Research*. Vol 7, No. 1. Page 45. <https://archive.ama.org/archive/ResourceLibrary/MarketingResearch/documents/9504114185.pdf>