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## Privacy concerns hinder company car technology adoption

*RAC MyDrive personal ID key fob provides solution to problem of privacy for drivers*

Concerns over staff privacy are preventing businesses across the UK from making significant savings in their running costs by introducing vehicle telematics, new research from [RAC Business](#) has discovered.

The survey of 500 UK firms which run business vehicles\*, found that 40% reported staff concerns about the perceived intrusion into their privacy

associated with 24/7 tracking systems. And one-in-five have not installed telematics as a result of those concerns - despite the technology delivering proven savings in fuel costs, wear and tear and insurance.

In addition, just over half (52%) of firms which do have telematics in their vehicles also said their employees did not have the option to switch it off.

In response to these concerns [RAC Telematics](#) has now launched a Bluetooth-enabled personal ID fob called RAC MyDrive, which gives the driver the option of turning the telematics unit off when they are not making business-related journeys and using the vehicle outside of their agreed working hours.

RAC MyDrive works in conjunction with RAC Telematics devices but requires no hard wiring or complicated installation as it connects with the telematics unit over Bluetooth. Crucially it recognises the individual driver, whichever vehicle they use. For company car owners and business motorists who are part of the ever-growing 'grey fleet', it means they can accurately record which journeys are for business purposes and which journeys are private and so not visible to their employer.

RAC Telematics MD Nick Walker said: "We know from our research that it can be a challenge for businesses to install telematics to their fleets because of the concerns from staff drivers, especially if the vehicle they drive serves a dual purpose for work and personal journeys.

"RAC MyDrive directly addresses those concerns and should provide individual drivers with the reassurance they seek that non-work related journeys will remain off the radar as it were.

"This should in turn make it easier for business owners and fleet managers to install telematics and access the range of benefits it delivers such as cost savings on fuel and wear and tear, as well as a reduction in accidents, speeding fines and vehicle downtime.

"It also enables employers to fulfil their Duty of Care obligations much more effectively as they will know exactly where their staff are during business hours. The other key benefit is for businesses which run vehicles that have multiple drivers, pool cars etc, as the device will link to the individual driver so the fleet manager knows exactly who is driving which vehicle.

“The introduction of telematics has seen a huge number of benefits for businesses but it is a developing area and it’s crucial to evolve the products and services we offer at the same time. The launch of RAC MyDrive, used in conjunction with RAC Telematics, is very much in response to what our customers tell us is now required both in terms of the solution it brings as well as the functionality of the Bluetooth unit.

“Quite simply businesses that do not have telematics installed in their fleet are missing out in many areas which could make a significant difference to how they operate, and RAC MyDrive should help those businesses resolve any issues with colleagues around privacy.”

For more information go to: [www.rac.co.uk/business/sme/telematics](http://www.rac.co.uk/business/sme/telematics) or call: 0844 891 2375

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### **Notes to Editors**

\* Research conducted among 500 UK business decision-makers by 3GEM Research and Insights in Q4 2015.

### **About RAC Business Services**

RAC is one of the UK’s most progressive motoring organisations, providing services for both private and business motorists.

RAC Patrols repair vehicles on average within 31 minutes at the roadside and carry more than 500 parts and tools, so we’re always well-equipped and ready to fix wherever possible

RAC Business offers a comprehensive range of services and products for UK businesses of all sizes and currently has around 24,000 corporate and SME customers.

Products available include: fleet breakdown coverage, telematics, fuel cards, accident management, inspections, training, commercial and fleet insurance, fleet management (Business Club) and risk management services.

RAC also provides client-branded outsourced services and call centre support for customers of leading car manufacturers, insurance, fleet providers and logistics companies, as well as truck breakdown, truck warranty and insurance for vehicles from 3.5t to 44t.

## Contacts



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