



Flash Memory Summit



# Why Self-Encrypting Storage is Essential in Automotive Privacy

The Big Picture

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# Argument

- Predictable Privacy Catastrophe for Automotive Industry
  - Persistent Memory replacing DRAM
  - Intelligence in Every Controller
- The only cost effective solution is the Supply Chain solution
  - Or something will break. Non-standard non-open Software cannot be trusted to work correctly.
- The standards already exist: SAE, JEDEC UFS, and Trusted Computing Group Storage



# Predictable Privacy Catastrophe

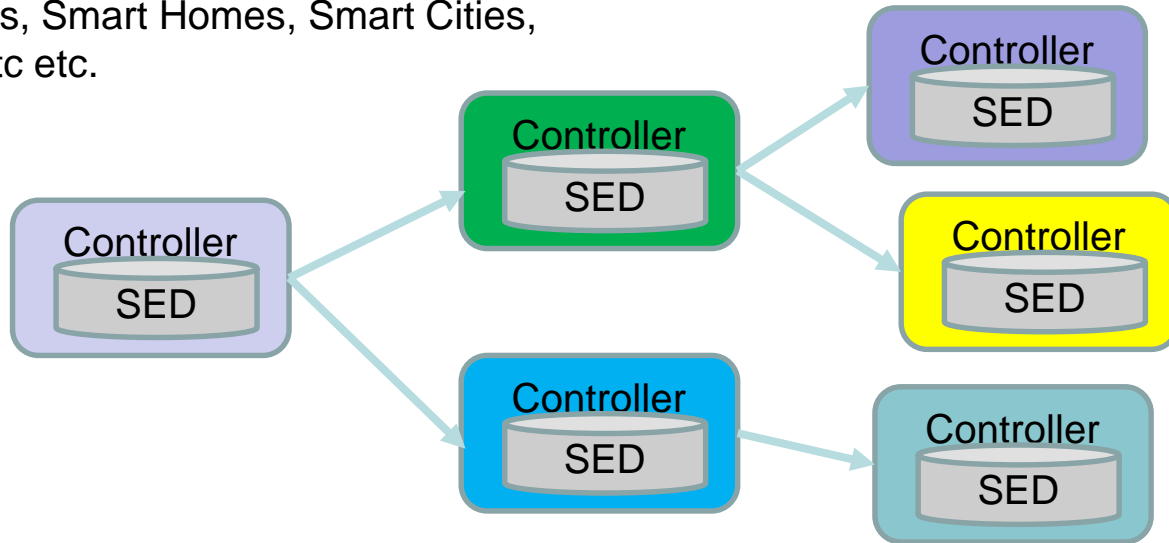
- Automotive Persistent Storage **shows up on eBay** with
  - Personal or Corporate Data from Cars/Trucks
- **Solution:** Entire Car must cryptographically control data at rest like iPhone (and newer Android)
  1. Erase whole car by owner before resale
  2. Only activate drivers data and system data for use
  3. Car is automatically erased in crash but data retrievable by owner



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# Unlike smart phones, Car compute storage is a Supply Chain controller “thing” (or try “mess”)

This mess is what you find in Cars, Trucks, Planes, Smart Homes, Smart Cities, Robots, etc etc etc.





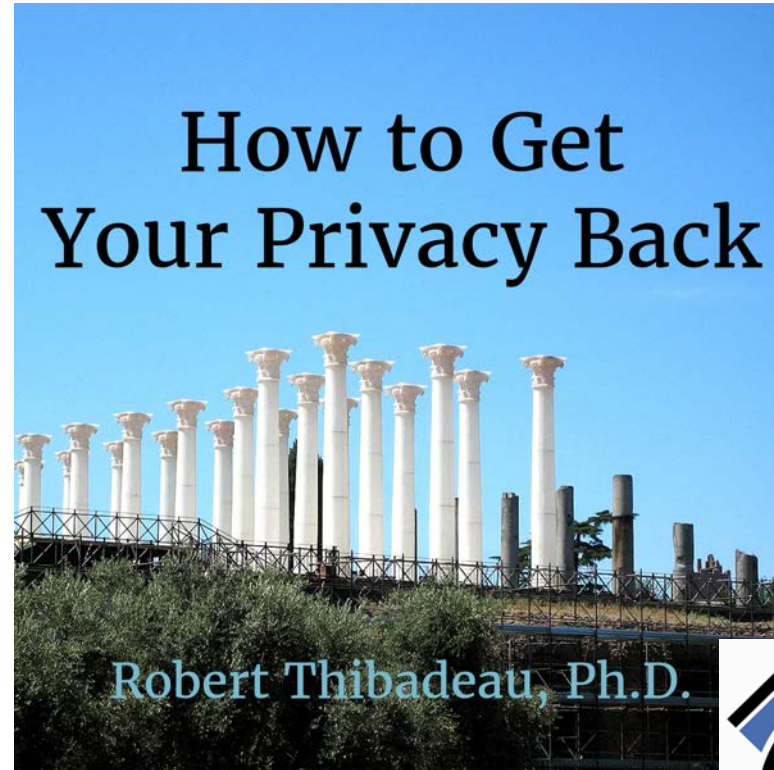
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# Argument Reviewed

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