Data Privacy Committee

Phoenix – April 2013

Committee Members

|	
Tony Passwater	AEII
Jack Rozint	RCC Consulting
Rick Tuuri	Audatex… a Solera Company
Greg Horn	Mitchell International
Doug Kelly	Cyncast
John Vito	Hertz
Bob Smith	Storm Appraisers
Fred Iantrono	CIECA
Corey Liss	Liss CarStar
Trent Gegax	APU Solutions
Gary Wano	GW and Son Auto body
Aaron Schulenburg	SCRS
Denise Caspersen	ASA
Ron Reichen	Precision Collision Repair
Dusty Womble	Roger Beasley Collision Center

Mission Statement

The Mission of the CIC Data Privacy Committee is to identify, discuss and address practices and rights regarding the access and usage of estimates and repair order data.
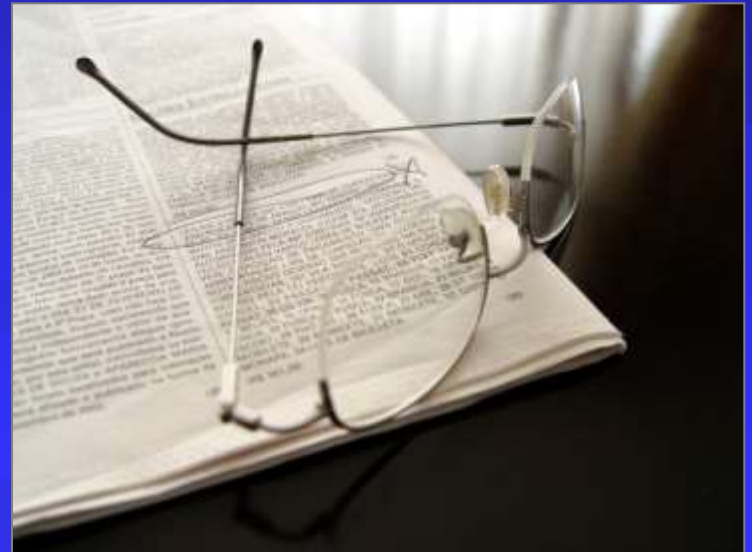
Committee Scope

1) Identify the current companies capturing repair facility data through data pumps, and other forms of extraction software/methods, and how this data is being utilized, distributed, sold, or reported on.

2) Identify the current and future issues regarding the access and usage of repair facility estimates and repair order data.

3) Recommend guidelines, best practices, and/or standards if they exist, to protect the data rights of the individual subscribers, insurers, and vehicle owners when the information contained in the work product is being distributed, sold, or reported on outside their own internal usages.
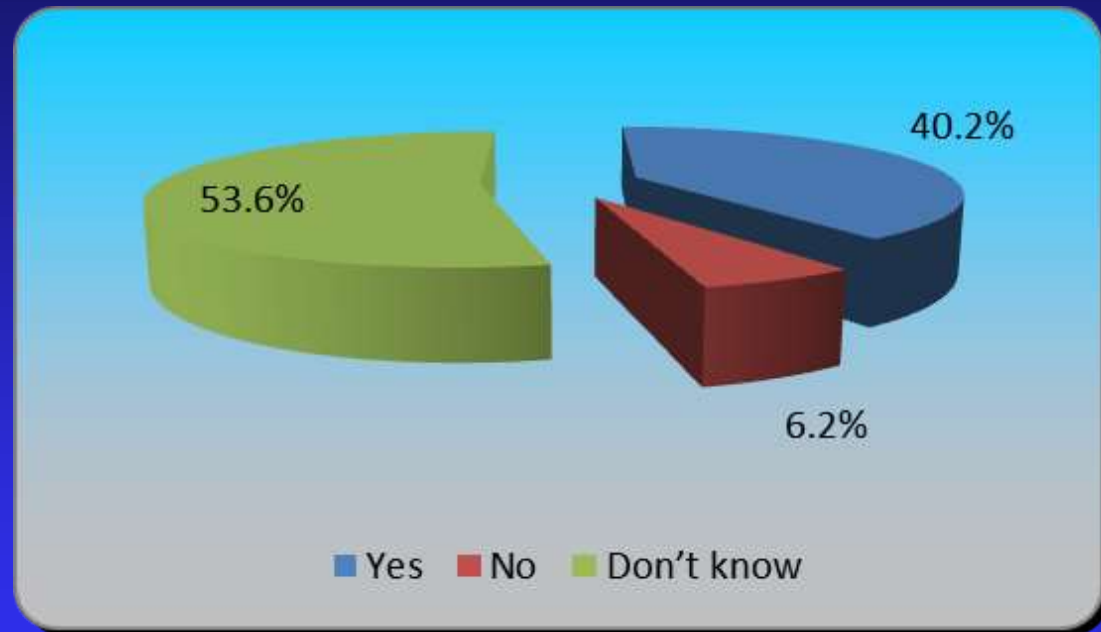
CIC Audience Responses

Do you feel you are knowledgeable of the key differences between EMS and BMS in regards to providing better data security ?

26%   34.1%

40%

■ Yes ■ No ■ Don't know
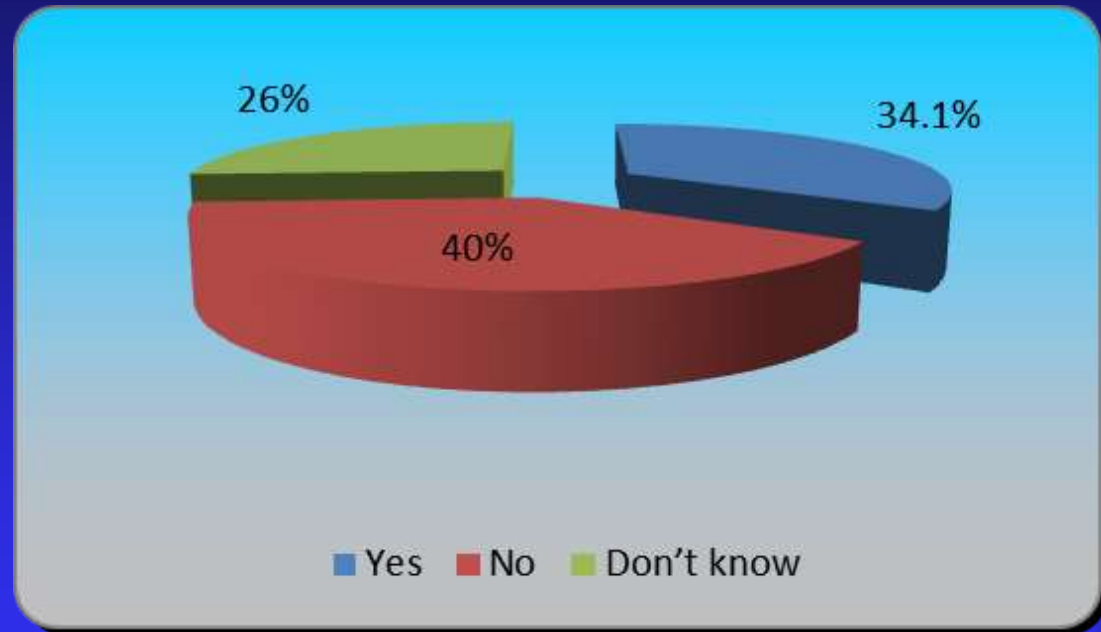
Palm Springs 2013
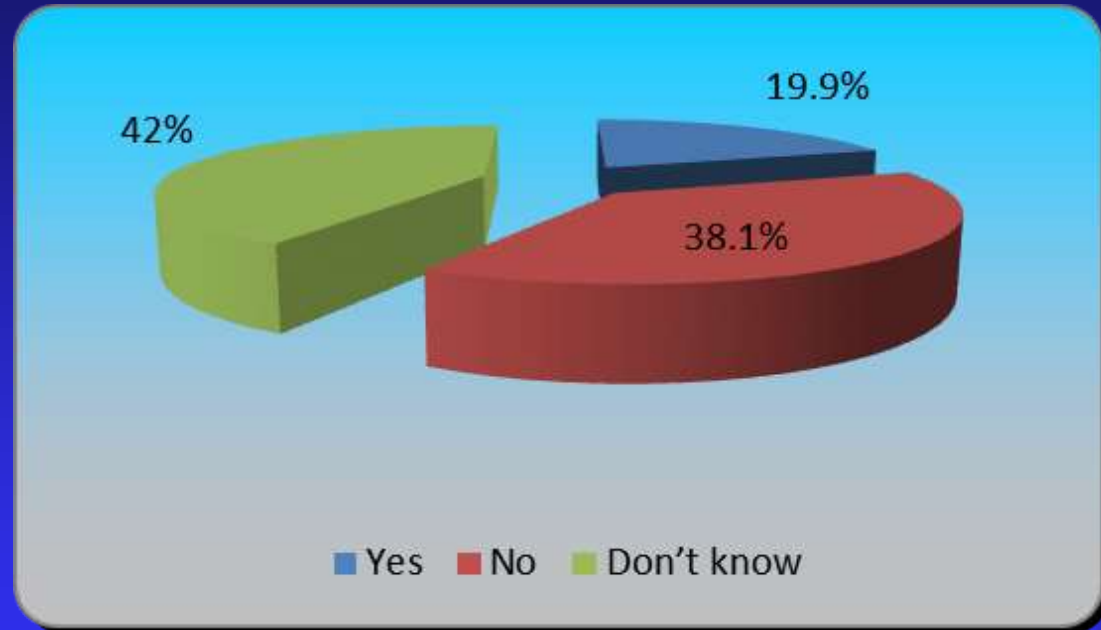
CIC Audience Responses

Do you believe there should be more emphasis placed by software companies adopting the BMS standard, and eliminate using EMS ?

Palm Springs 2013
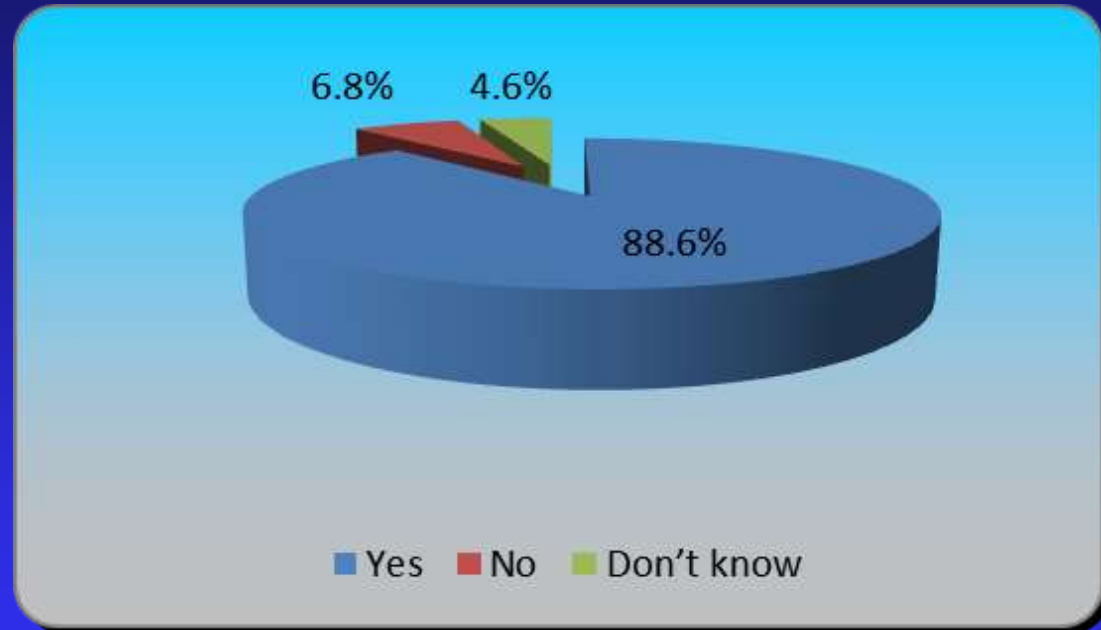
CIC Audience Responses

Do you believe the software subscriber currently has sufficient rights outlined in the terms of usage and data usage policies ?


Palm Springs 2013

CIC Audience Responses

Do you believe that any company outside the subscriber that is sharing, selling, or redistributing the data from the estimating and/or management systems, should identify themselves, provide how the data is used, and to whom it is shared or sold ?

6.8%   4.6%

88.6%

■ Yes ■ No ■ Don't know

Palm Springs 2013

CIC Audience Responses

Do you feel you are knowledgeable of the key differences between EMS and BMS in regards to providing better data security ?
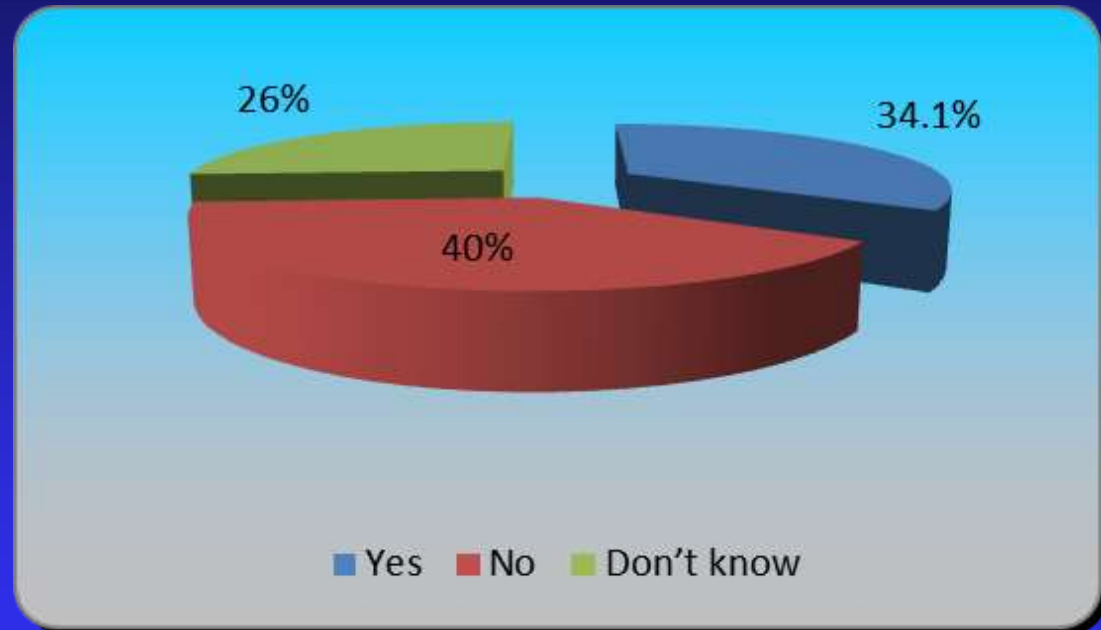
Today's Informational Topic

Before We Begin …
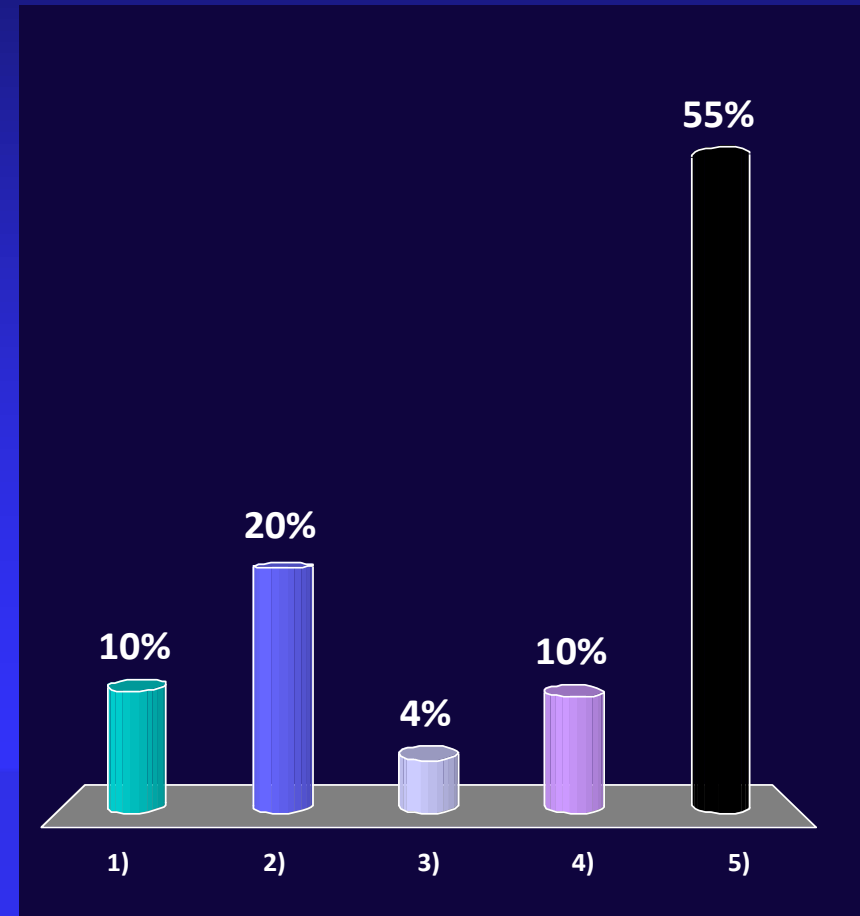## Audience

Please Select Which of the Industry Segments You Primarily Represent:

1) Repairer – Single Shop
2) Repairer – Multi-Shop
3) Insurance Company
4) Information Provider
5) Other

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10%	20%	4%	10%	55%
1)	2)	3)	4)	5)

So … What is the Difference ?

Current Standards Available for Data Exchange

- ◆ EMS
- ◆ BMS

The Original Need … Estimate Data to Management Systems

Eliminate Re-Keying Information

- ◆ **Print Files (.prn)**
- ◆ **UDS**

Led to CIECA and the First
Data Standard EMS in 1994

The EMS Overview

- Set of 10–17 files (.ad1, .ad2, .veh, .lin, .ttl, .env ….)
  - ◆ Unsecured text based files
  - ◆ Contains most fields in estimating system *

Intended Purpose to Transmit to Repair Management System

* Estimating Systems Do Not Transmit all Fields

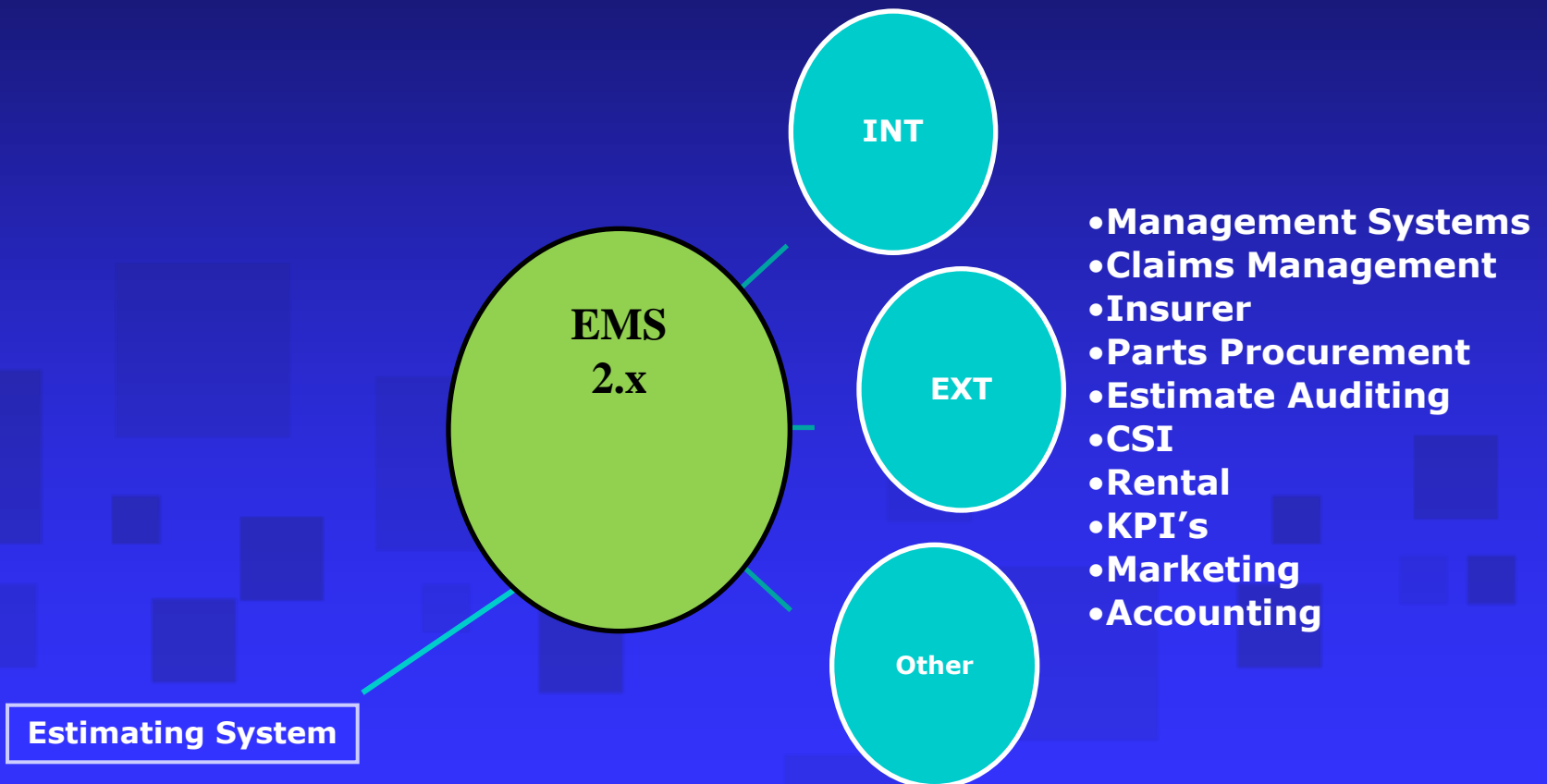| A	B	C	D	E	F	G	H
INS_CO_ID	INS_CO_NM	INS_ADDR1	INS_ADDR2	INS_CITY	INS_ST	INS_ZIP	INS_CTRY
	American Family Insurance	10106 S 15TH ST		Bellevue	NE	68123-	USA

EMS 2.x

Sensitive Information is being captured by local and cloud based systems and being transmitted to 3rd party business partners, and used for many business purposes.

- **Management Systems**
- **Claims Management**
- **Insurer**
- **Parts Procurement**
- **Estimate Auditing**
- **CSI**
- **Rental**
- **KPI's**
- **Marketing**
- **Accounting**

INT

EMS 2.x
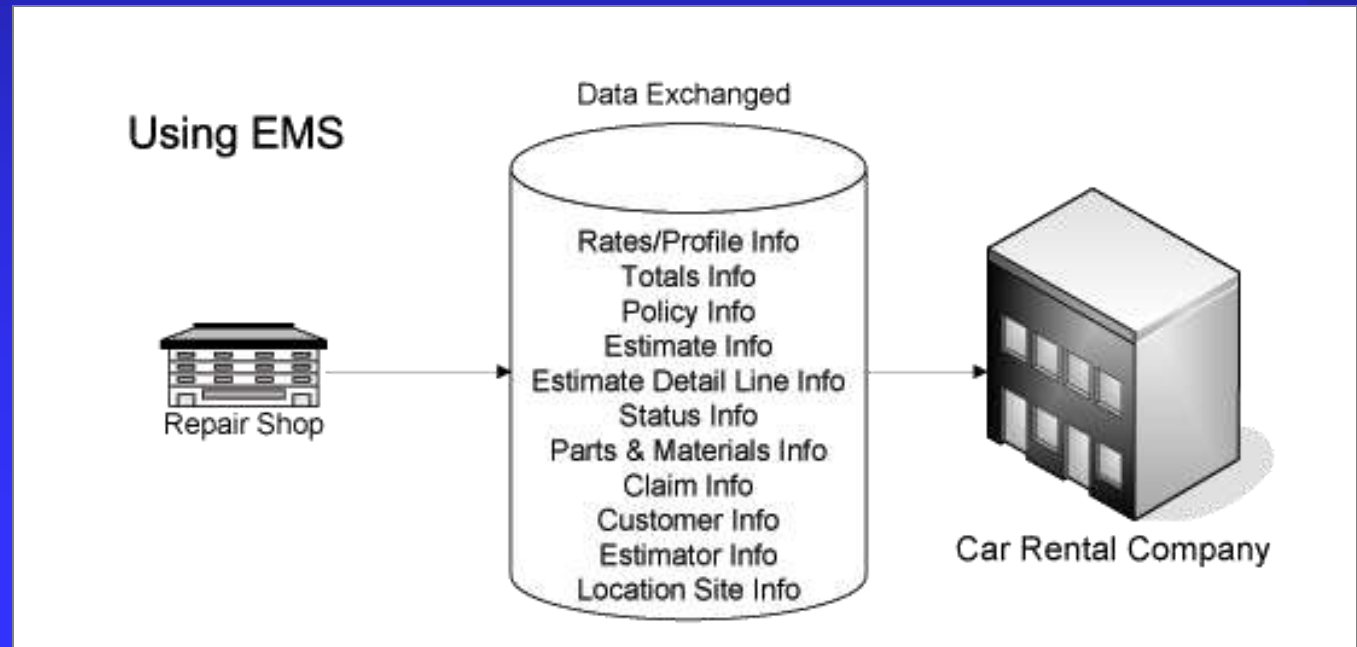
EXT

Other

Estimating System

EMS 2.x

EMS Standard 2.x is an unsecured data export being captured by many 3rd parties providing a variety of business services without approval of vehicle owner, or in some cases of repair facility.
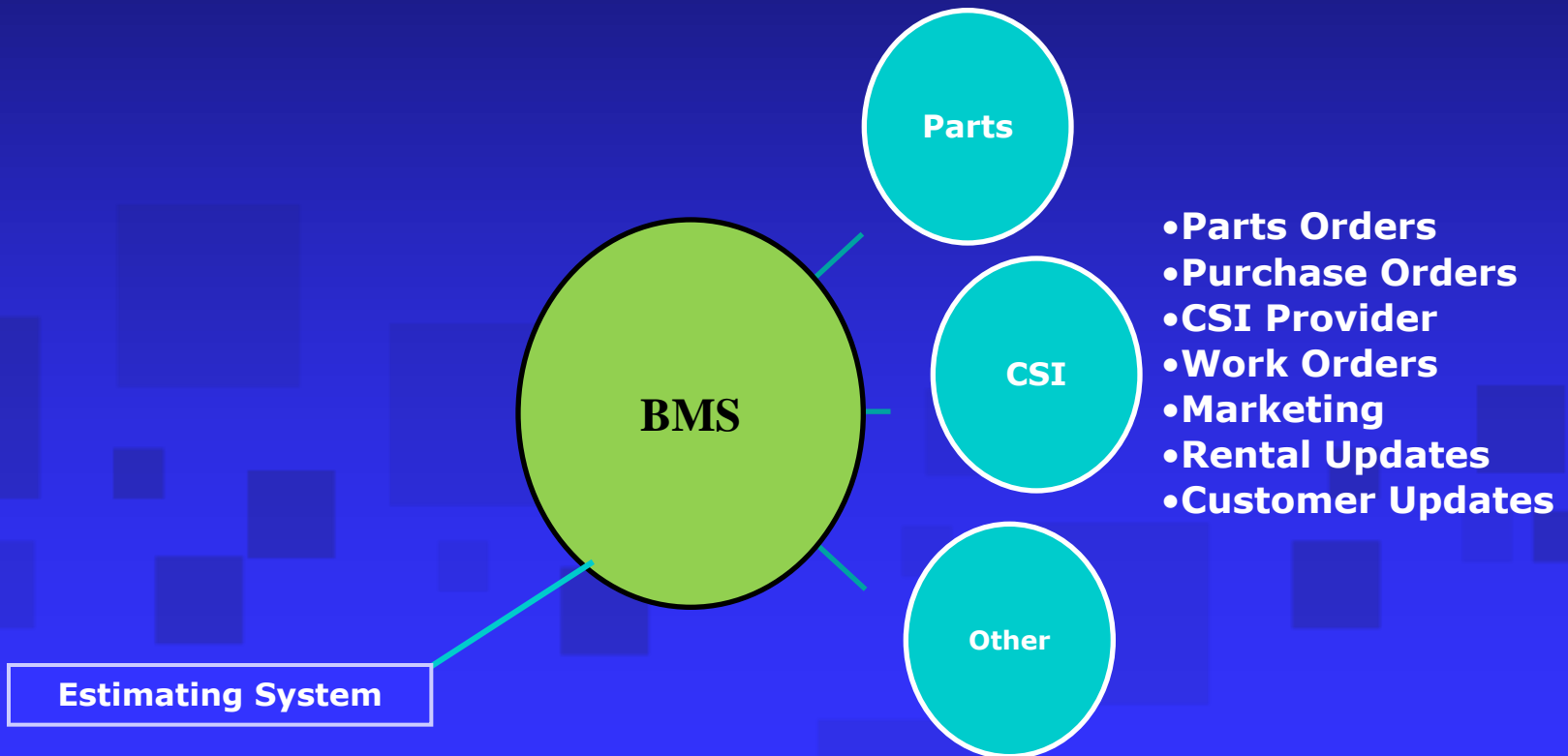
Unnecessary personal* and business data information is being shared that is not required to perform the function or services …

* However, not in combination with other listed information which would constitute the "Personal Information" definition.

Using EMS

Data Exchanged

Repair Shop

Rates/Profile Info
Totals Info
Policy Info
Estimate Info
Estimate Detail Line Info
Status Info
Parts & Materials Info
Claim Info
Customer Info
Estimator Info
Location Site Info

Car Rental Company

Changes Needed

Beginning in early 2000's CIECA BMS Standards were developed that provides better security of data usage and limits information transmitted based on functionality needs... and adds information where EMS is lacking.

Parts

BMS

CSI

Other

Estimating System

- •Parts Orders
- •Purchase Orders
- •CSI Provider
- •Work Orders
- •Marketing
- •Rental Updates
- •Customer Updates

BMS Creates XML "Messages" Specific to Need Called Services
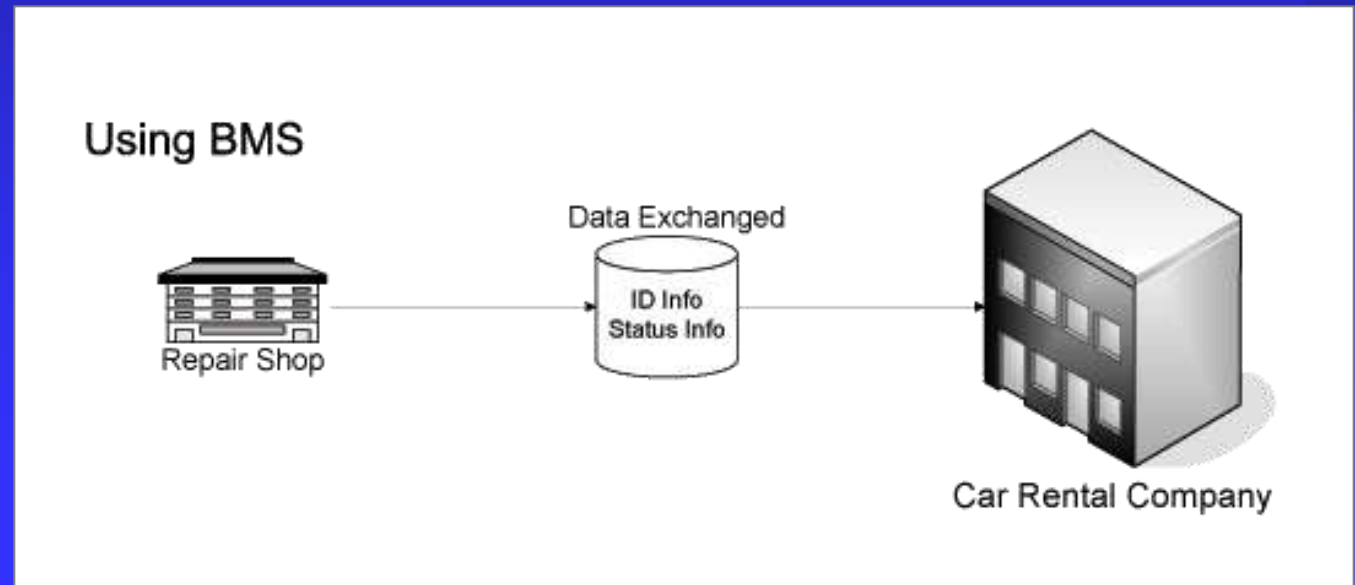
BMS Messages

Examples:

    CSI file does not need estimate line details

    Parts Orders do not need vehicle owner name/address, etc

    Rental Car Status does not need complete estimate information

Current BMS Services Available:

Assignment Services
- Vehicle Damage
- Glass
- Rental
- Subrogation
- Property Damage

Estimate Services
- Vehicle Damage
- Property Damage

Disposition (Salvage) Services
- Salvage Management

Attachment
- **(Images, pdf's, etc.)**

Parts & Materials and Repair Order Services
- Procurement
- Invoicing
- Returns & Credits
- Repair Orders

Vehicle Repair Status Services
- Repair Status
- Rental Status

Authorization (Rental) Services
Invoice, Statements
Location (Rental) Services
CSI/Survey Services
Total Loss Valuation Services
Title Services
Claims Management Services
Subrogation Status Services

BMS Advantage

Enhanced Information

Added Information Not Included in EMS Standards.

Uses Standard Transmission Encryption Programs Designed for XML.

Each Message is Designed Based on What Information is Needed to Perform its Function ...
NO MORE ... NO LESS.

Using BMS

Data Exchanged

Document Info
Application Info
Event Info
Admin Info
Estimator Info
Claim Info

```
<breakfast_menu>
<food>
<name>Belgian Waffles</name>
<price>$5.95</price>
<description>
two of our famous Belgian Waffles with plenty of real maple syrup
</description>
<calories>650</calories>
</food>
```

Rates/Profile Info
Totals Info
Policy Info
Estimate Info
Estimate Detail Line Info
Status Info
Parts & Materials Info
Claim Info
Customer Info
Estimator Info
Location Site Info

Repair Shop

Insurance Company

Role of CIECA

CIECA develops technology electronic communication standards that allow the Collision Industry to be more efficient.

To facilitate Electronic Commerce within the Collision Industry by developing technology standards and best practices that lower costs and increase efficiencies in the collision industry.

CIECA provides a forum and methods to develop and maintain objective, uniform Electronic Commerce standards and guidelines encouraging open competition and free choice for the mutual benefit of all parties.

cieca
COLLISION INDUSTRY ELECTRONIC COMMERCE ASSOCIATION

Higher Standards for the Collision Industry

How Do We Move to BMS ?

As the Video Stated ...

The Industry Must Demand and Expect This Transition and Acceptance Otherwise the Change May Never Happen ...

Some Industry Providers Have Already Moved to BMS ...
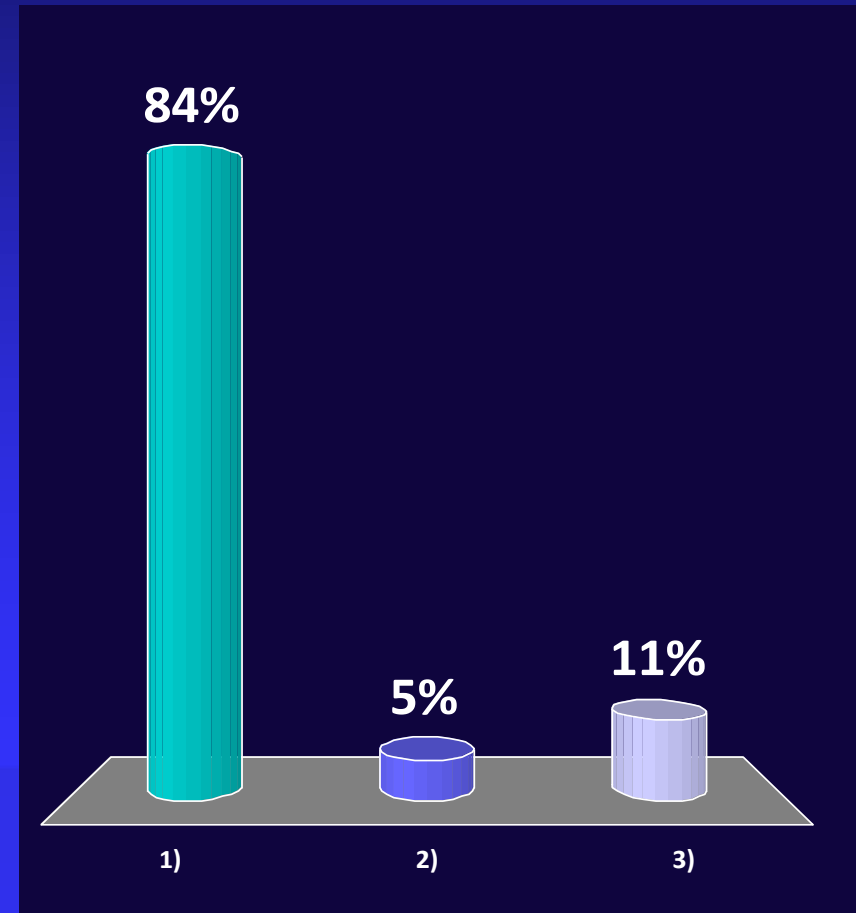
Is it Time For All ?

Before We Open for Questions ...

Audience

Do You Have a Better Understanding of the Key Differences Between EMS and BMS from Today's Information Provided ?

1) Yes

2) No

3) Still Not Sure

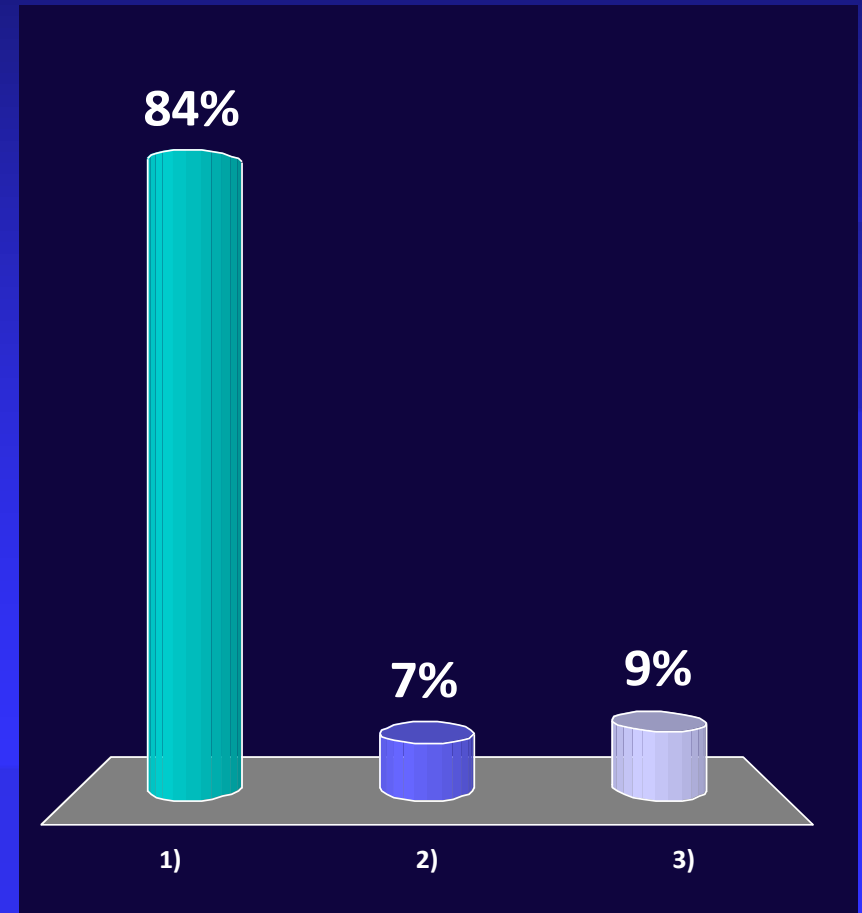**84%**

5%

11%

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1)   2)   3)

Before We Open for Questions ...

Audience

Do You Believe any Data Transmission or Sharing Should Utilize the CIECA BMS Standards, and Eliminate EMS ?

1) Yes

2) No

3) Still Not Sure

84%

7%

9%

0 of 300

1)   2)   3)

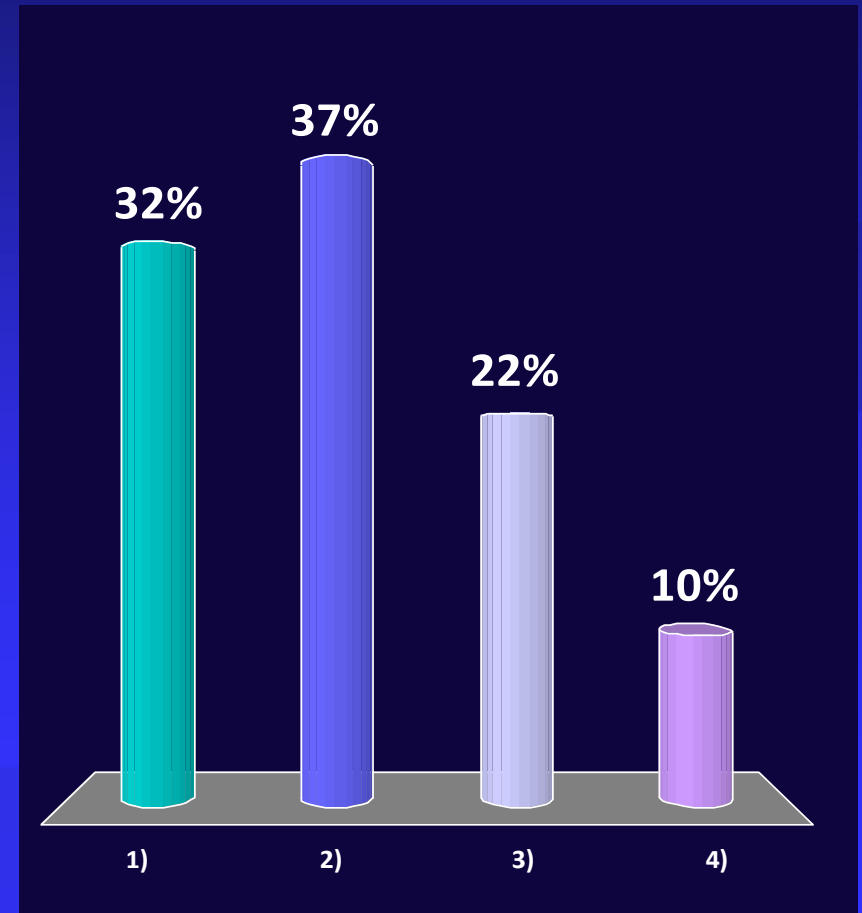# Before We Open for Questions ...

Audience
In Your Opinion, How Soon Should EMS be Eliminated and Only BMS be Available ?

1) 6 months of Less
2) 12 Months
3) 24 Months
4) Never

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Questions or Comments ?

Please Contact:

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