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Strategic Data Privacy Compliance for Automotive Dealerships: Key Legal Considerations and Practical Recommendations

Day Pitney Partner and co-chair of the Data Privacy, Protection and Litigation practice, William Roberts, and Summer Associate Kritika Shankar co-authored an article for *The Defender* examining the shifting data privacy landscape for automotive dealerships. They note that evolving federal and state regulations are imposing increasingly complex obligations on dealerships that collect and manage sensitive personal information. The article outlines key compliance risks—such as vendor oversight, consumer rights management, and data breach readiness—and offers practical strategies to help legal and operational teams strengthen privacy programs. Roberts and Shankar emphasize that data privacy is now a core business imperative, requiring a structured, enterprise-wide approach to compliance and proactive risk management.

Read the full article here.

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