



SAE CyberAuto Challenge Information Sharing Protocols

The automotive community is navigating a transformational period in which cars are changing from isolated machines to well-connected network nodes with ubiquitous communications among and between cars and infrastructure. Automakers and suppliers are aggressively considering the cyber-domain in their designs and constructions.

The CyberAuto Challenge, since its inception in 2012, has sought to be a resource to the automotive community by providing a confidential environment to explore cyber issues as a community of industry, government, academics, and students. It has helped ignite interest in the automotive community among “cyber-centered” college and high school students and provided a neutral forum at which engineers from different manufacturers can discuss common issues and help resolve common challenges. The Challenge has also served as an exemplar that the automotive community takes cybersecurity seriously and is engaged on an ongoing basis to understand cybersecurity risks, as well as keep their core engineers well connected to the cyber community.

Trust, confidentiality and non-public disclosure of Challenge activities and observations have been the hallmark of this event since its inception. SAE will continue leveraging its close and longstanding partnerships with the automotive community, thus improving "The Challenge's" value proposition and utility. Now and into the future, it is critical to codify and publish the core principles and protocols that shall keep this event confidential and maintain the community of trust which it fostered.

For 7 years, the auto industry has found value in the Challenge. The AutoAlliance – representing automakers selling 77% of car and light trucks in the U.S. – lists the Challenge as one of the three events they support to understand cybersecurity.

As more media attention is placed on all things cyber - and on the auto industry in particular- it is important to create a safe and trusted environment for learning. SAE is committed to providing this environment of confidentiality and privacy as well as energetic inquiry, exploration and discovery by all participants without the worry of losing customer confidence in their products.

To that end, SAE has set forth a set of information sharing protocols which clarify the past practices and expectations for all participants of the CyberAuto Challenge.

Direct all comments and/or questions to SAE, Marc LeDuc; marc.leduc@sae.org; 248 273 4085.

CyberAuto Challenge Information Sharing Protocols

Every individual and organization involved with the CyberAuto Challenge is required to abide by the following protocols:

Information sharing protocols: the basic tenet is -

“What happens at the Challenge, remains at the Challenge”

- **Non-public disclosure of Challenge activities, participant identities, vehicle makes/models and observations.**

Information NOT to be shared:

- Data capture or logs remain with the OEM. After the Friday briefings, all logs and data capture will be transferred to the OEM providing the vehicle, and any copies or files on the lab computers will be erased. Challenge Staff will then format the hard drives for lab computers.
- Vehicles used during the Challenge will not be discussed or referenced in any identifying way. No manufacturer or model, etc. will be identified. Vehicles will be referenced as “Learning Platforms.”
- Discoveries, approaches, scenarios, situations, narratives, stories, etc. and the like, regarding vehicle assessments will not be discussed.
- Names of individuals or organizations participating in the Challenge, except SAE approved Partner and Sponsor/Contributor organization names; these names are included in the Challenge announcements, brochures and/or posters distributed by SAE or posted to the Challenge website.
- Identities of participants and their organizations; this includes students, guests, vehicle team members, instructors, presenters, etc. will not be shared.

1. Social Media

No posting, blogging, tweeting information that describes the specific details of the Challenge on social media such as Facebook, Twitter, Instagram, Pinterest, etc.

2. Photography

- Participants may not take photographs, video recordings or capture images during the Challenge.
- SAE will have a SAE staff photographer onsite with the objective of obtaining images for future promotional materials.
- Photos used in promotional materials will not include vehicles, or portions of vehicles or discernable vehicle information on computer screens.
- All individuals will sign a release allowing SAE to use their likeness or image in promotional materials. Minors will submit a release signed by both them and a parent or legal guardian prior to selection for the Challenge. A signed release is a condition for selection.
- Areas where photos are prohibited will be noted through signage.

3. Non-disclosure agreements: Terms of Participation
 - Individuals agree to sign a Terms of Participation agreement upon arrival (advance copy available for review). Sponsoring organizations commit their representative(s) to the information sharing protocols via their Sponsorship and/or Contributor Contract.
 - Minor students shall submit Terms of Participation signed by both their parent or legal guardian and themselves prior to arrival (form provided in advance). A signed Terms of Participation agreement is a condition for selection.
 - SAE will hold all Terms of Participation, Sponsor and Contributor Contract and will bear responsibility for oversight
 - A packet of Terms of Participation identifying the names of individuals (excluding minors) and organizations covered under the agreement for the event will be available the week after the event's conclusion upon request.
 - All sponsorship and contribution and sponsorship contracts include Confidentiality clause in Terms & Conditions.
4. Attend legal briefing
 - All participants for the week are required to attend legal briefing on 1st day (Monday) and concluding day (Friday).
 - All visitors/observers are required to attend legal briefing upon arrival and before entering Challenge area.
 - All onsite sponsor/contributor onsite staff along with their communication staff attend "Orientation" conference call (includes legal briefing) 15-20 days prior to Challenge.

Information ALLOWED to be shared:

- Approved SAE messages; these messages are distributed and/or posted to the Challenge website by SAE
- Approved SAE promotional information - brochures, posters, announcements, press releases, etc. distributed and/or posted to Challenge website by SAE
- Refer inquiries and questions to SAE (Marc LeDuc)

SAE Approved message(s) for public disclosure and promotional purposes focus on STEM education and professional development

1. The objective/mission of the Challenge
 - Workforce development efforts by Challenge Partners and the automotive industry
 - The Challenge is an example of the automotive industry's continued commitment to continuous improvement in vehicle designs and cyber capabilities
 - Commitment and support of STEM education by Challenge Partners and the automotive industry
 - The Challenge helps to develop / forge the next generation cyberauto engineer
 - The Challenge is a STEM education event; inspiring youth to choose science, technology, engineering and math

- The Challenge seeks to attract the brightest minds to the automotive industry; attract students to choose careers in the automotive industry.
 - The Challenge demonstrates the high tech nature of auto industry using real world cars. Cars/vehicles will be referenced as “Learning Platforms.” The learning platform is a modern, fully featured, consumer grade car/vehicle.
 - The Challenge helps to improve the skills and knowledge of the current workforce in cybersecurity.
2. Student recruitment
 - Brochures and/or posters to recruit students; these are produced by SAE and will be distributed to schools, colleges, universities, parents describing the educational attributes of the Challenge as a practicum with interaction with real vehicles and industry professionals. Cars/vehicles will be referenced as “Learning Platforms.” The learning platform is a modern, fully featured, consumer grade car/vehicle.
 - Information regarding the educational course work; preparatory modules, onsite modules.
 3. Promotional materials to attract (and support) Sponsors/Contributors
 - Brochures and materials describing sponsorship opportunities; includes information sharing protocols and required contractual confidentiality.
 - Announcements and brochures identifying Partners, Sponsors / Contributors (“auto industry” will be referenced but no mention of specific OEMs, unless acknowledgement is expressed by the OEM.)
 - Announcement and brochures identifying tours, social activities, special panels, presentations, or keynotes and their associated supporting organizations.
 4. Presentations at conferences/appearances-
 SAE will determine the appropriate meeting, event and/or conference in which to present the Challenge for promotional and informational purposes.
 Contact SAE (Marc LeDuc or Mike Ulf) to determine appropriate appearance by a Challenge representative(s)
 5. Media inquiries:
 All media inquiries regarding the Challenge will be coordinated by SAE. Refer inquiries to Marc LeDuc.

Direct all comments and/or questions to Marc LeDuc, SAE International

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