



THERE'S NOTHING WORSE THAN A BACKSEAT DRIVER...

...unless it's an entire multi-billion-dollar insurance company breathing down your neck, remotely monitoring your every movement and cranking up your insurance rates if you don't toe their line.

WORST OF ALL, IT'S **YOUR CAR** THAT RATS YOU OUT!

What your insurance company learns about you should be up to you, not your car.

THE REIN-N-TRAIN MOD teaches your car not to bite the hand that drives it. Once installed, your car's built-in navigation treats your location as a private matter between you and the driver's seat.

NOW THAT'S THE RIGHT KIND OF CAR: THE KIND THAT
WATCHES YOUR BACK, WITHOUT WATCHING YOU BACK!

Rein N Train

BY SORAYA OKUDA

Privacy is often presented as a “bargain”: give us your data (by shopping with our customer loyalty card, switching off your adblocker, or taking this survey) and we’ll give you a discount or a service in return. But these “offers” are more often punishments for noncompliance: “refuse to use our loyalty card and we’ll charge you extra” or “refuse to allow us to spy on everywhere you go and everything you do, and we’ll jack up your insurance rates.” There have always been limits on how much your insurer can force you to disclose to get a policy, and DRM shouldn’t change that.