

Since July 12, all new Tesla cars automatically receive a built-in GROK voice assistant-this is an AI-CH-bot from the XAI company, which was also founded by Ilon Musk. GROK can be activated directly from the car screen and used to communicate or perform simple tasks. So far it does not control the functions of the machine, but this can change in the future.

Although the function is free, experts are wondering who actually receives more benefit from it: the driver or the company itself. Tesla can transmit the XAI data of conversations, which, upon request, will be depersonalized. However, the XAI confidentiality policy states that not only voice information is collected, but also other personal data, including activity in social networks.

In addition, modern cars collect up to 25 gigabytes of data per hour – from video from cameras to GPS and data on speed and charging. Tesla has already shared such data with the authorities as part of the investigation. It is unclear whether conversations with GROK can now be used.

According to experts, privacy in the cars is becoming more and more “illusory”, especially with an increase in the number of sensors and cameras. Companies claim that the data is anonymous, but it is difficult to prove it.