



## **STAR Standard Welcomes Accelerate2Compliance To Leading Automotive Standards Association**

*ezPrivacy Compliance Platform Used by Retail Auto Dealerships Nationwide*

**MCLEAN, Va., June 23, 2022-** The Standards for Technology in Automotive Retail (STAR), automotive's leading IT standards organization, announced today the addition of Accelerate2Compliance™ (A2C) to its association. This addition to STAR's membership base is in direct response to the upcoming compliance deadlines facing automotive dealerships nationwide. STAR's members- OEM executives, retail automotive Dealer Principals, representatives from the National Automobile Dealers Association (NADA), and leading technology providers, all recognize the impact of compliance regulations in the industry.

Greg Pfeider, A2C's chief executive officer, noted "STAR provides a much-needed platform for businesses serving the automotive industry to discuss and refine the complexities of automotive retail; through standardized best practices and technology."

A2C has been chosen by the National Automobile Dealers Association (NADA) as a NADA Affinity Provider for its members. A2C delivers easy-to-use information security compliance solutions through the A2C Portal™, a turnkey cloud-based subscription to achieve, manage, and help maintain information security regulatory compliance requirements with a full suite of necessary tools. A2C also offers users a detailed dashboard identifying areas of potential risk and offering remedial solutions for any identified compliance deficiencies.

"As we are all well aware, there have been significant changes to the GLBA Safeguard Rules. Automotive dealers must comply with these changes within the next six months. The first step to compliance with these new rules is an assessment of your business's current compliance status. This is where A2C will help dealers right away" said Rafael Maldonado, chairman of STAR Standard. "Including A2C as members of STAR enables their compliance expertise to benefit multiple aspects of the automotive industry," Maldonado added.

"We look forward to contributing to STAR as it continues to tackle standards and guidance on consumer data privacy, security and cyber security while considering the regulatory and statutory requirements- both domestic and foreign," stated Tony Haux, CISO and CTO of A2C.

### **About Accelerate2Compliance**

*Accelerate2Compliance™ (A2C) offers a cost-effective and easy-to-use information security compliance solution designed to help small to midsize businesses - and their vendors - achieve*

*and maintain regulatory compliance requirements. A2C delivers this through the A2C Portal™, a cloud-based subscription software solution to provide auto dealers with the most simple and efficient assessment process, robust tools and reports, and best business practices to guard against ever-increasing information security threats, all in one place*

### **About STAR**

Standards for Technology in Automotive Retail ([STAR](#)) is a nonprofit organization whose members include dealers, original equipment manufacturers, retail system providers, and automotive-related industry organizations. STAR uses non-proprietary technology (IT) standards as a catalyst in fulfilling the business information needs of dealers and manufacturers while reducing the time and effort required to support related activities. Collectively, STAR develops industry standards and emerging technologies for the benefit of retail automotive dealers. Incorporated in 2001, STAR defines industry standards for automotive retail, standard architecture that supports global data interoperability, and standardizes the dealership IT infrastructure.

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