



Policy Regarding the Use of Owners' Machine Data

As Adopted by the AEMP Board of Directors, October 25, 2016

Whereas AEMP recognizes the professional equipment managers' role in managing organizations with mixed fleets of heavy equipment, and

Whereas AEMP recognizes its role as the industry representative for those managing heavy equipment mixed fleets, and

Whereas the delivery and use of data derived from any machine utilizing ISO15143-3, previously referred to as the AEMP Telematics Standard, or other data derived from a machine plays a decisive role in the management of fleet intensive mixed fleets, and

Whereas AEMP originated and advances the Equipment Triangle Philosophy described herein in Appendix I.

The AEMP Board of Directors hereby establishes as a matter of association policy this industry guideline regarding the commercial use of telematics data by fleet owners, Original Equipment Manufacturers, Third Party Data Collection Company, any company or individual with access to the telematics data derived from a mixed fleet of heavy equipment.

I. **Equipment Data Ownership:** To advance the highest standards of equipment and fleet management, AEMP Members embrace the adoption of ISO Standard 15143-3 to provide a means for telematics data access. AEMP accepts and supports that the Equipment Owner assumes all rights to the data made available through ISO Standard 15143-3 or any other means from its equipment including the processing, sharing, or transfer of the equipment data to any entity the Equipment Owner desires. AEMP accepts and supports that the Equipment Owner may direct that its equipment data provided through ISO Standard 15143-3 or any other means be delivered directly to third-parties on behalf of the Equipment Owner.

II. **Data Security:** AEMP members will take all appropriate steps to ensure their data is secure and will not be utilized for any public, commercial or competitive data comparison that might adversely impact the fleet owner or manufacturer.

III. **Intent of AEMP acceptance and support of ISO Standard 15143-3 adoption:** The intent of AEMP acceptance and support of ISO Standard 15143-3 is the advancement of equipment and fleet management practices and to do so in compliance with AEMP Standard of Ethical Conduct, described herein in Appendix II.



Appendix 1

The AEMP Equipment Triangle Philosophy

The Equipment Triangle is the cornerstone of AEMP's philosophy towards the continuing relationship between the End User, Distributor, and OEM/Supplier in the life cycle of a piece of heavy equipment or product. The Equipment Triangle Philosophy serves to remind those in the heavy equipment industry that in this multi-tiered relationship everyone is entitled to receive the respect they deserve, and all transactions are to be win-win for all concerned. Together with AEMPs Standards of Ethical Conduct, it creates a level playing field for all side of the triangle. This means:

From the end user's perspective, the Equipment Triangle represents the OEM/distributor product support programs that enable the end user to achieve the highest possible availability at the lowest life cycle cost.

From the distributor's perspective, the Equipment Triangle represents the opportunity for a sustained business relationship, differentiating themselves through problem solving and value added product support services, ensuring that customers achieve the highest possible availability at the lowest life cycle cost.

From the OEM/Supplier's perspective, the Equipment Triangle relationship rests upon a foundation of trust and mutual respect for each party's proprietary information. In such a relationship, open and honest communication between the parties gives the OEM a unique opportunity to understand the end user's needs and thus develop products and support programs that are best suited to meet those needs, thereby gaining or strengthening competitive advantage for all three sides of the triangle.

Appendix II

AEMP Standards of Ethical Conduct

AEMP Members agree to adhere to the following Standards of Ethical Conduct in order to maintain the highest standards of equipment and fleet management and personal conduct. These standards serve to assure public confidence in the integrity of equipment and fleet managers.

Members of AEMP agree that members of the Association of Equipment Management Professionals and all representatives of the Equipment Triangle, i.e., the End User, the Manufacturer, and Dealer/Supplier must adhere to certain ethical principles in the conduct of their business relationships.

AEMP members further understand these principles are intended to strengthen this critical partnership. They will not cover every situation or challenge a member may face. Members pledge to adhere to the following principles in making sound, ethical decisions in the best interest of the Equipment Triangle.

- Honest, fair, and communicate with integrity
- Open and candid in all communications
- Show mutual respect and trust for each individual and company they deal with
- Proactive dispute resolution
- Promise only what can be delivered
- Refuse to offer or accept gifts, favors, or entertainment that obligates or appears to obligate an individual or company to act in any way contrary to ethical business practices.
- Properly manage confidential and/or proprietary information as it applies to each unique business relationship.
- Refuse to engage in negative communications either privately or publicly that disparage other individuals or entities of the triangle.
- Obey all applicable laws.
- Encourage all businesses within a member's sphere of influence to adopt these principles.

Members understand that it is their solemn responsibility to demonstrate the content as well as the spirit of this document within the heavy equipment industry and equipment management profession.