

Pembridge Insurance Presents
MYTHBUSTING USAGE-BASED INSURANCE

What is Usage-Based Insurance?

Usage-based insurance uses technology installed within your vehicle to monitor driving behaviour in order to provide safe drivers a personalized discount on their premiums.

There are several myths surrounding usage-based insurance and how providers use data collected. We wanted to help set the record straight.

Fact

PREMIUM REDUCTION

“Depending on my driving habits, I could receive a **discount** up to 30% off my premiums.”



Myth

PREMIUM INCREASE

“My insurance premiums will **go up** if I drive poorly.”



DATA

“Not all UBI programs collect location. The important information collected is data that shows **how I drive**, rather than where I drive.”



TRACKING

“My **location** and where I drive is factored into my UBI premium.”



PRIVACY

“My insurance provider has always **protected** my personal information, and there are privacy regulations that prohibit my driving data from being shared.”



NO PRIVACY

“My **personal data** is being collected and shared without my consent.”



USEFUL

“My family, including my teenagers, can become safer drivers as a result of reviewing our driving habits and behaviour together.”



USELESS

“There isn't any **benefit** of this technology for me or my family.”



Questions to Ask Before Choosing a Usage-Based Insurance Program

- 1 Are you a good candidate for a UBI program?** If you're a safe driver, it may be beneficial for you to participate in a UBI program as you may qualify for a discount on your rates.
- 2 Does the program track your location?** Not all UBI programs collect location data, so if it is something you aren't comfortable with, look for a program that does not do so or provides it as an option.
- 3 Do you know how the company is going to use your information?** What information will the company collect as part of the UBI program?
- 4 Are there multiple drivers using your vehicle?** If you share your vehicle with other drivers in your household — such as a teenager — consider if a UBI program is right for you.