

**RULES
OF
DEPARTMENT OF REVENUE**

**CHAPTER 560-10
MOTOR VEHICLE DIVISION**

**SUBJECT 560-10-15
DIGITAL LICENSE PLATES**

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Rule 560-10-15-.01 Definitions

- (1) As used in this Subject, the term:
- (a) “Black-and-white digital license plate” means a digital license plate designed by the digital license plate provider to only display images in black, white, and shades of gray.
 - (b) “Full-color digital license plate” means a digital license plate designed by the digital license plate provider to display images in all the colors appearing on metal license plates issued by the Department.
 - (c) "Department" means the Department of Revenue.
 - (d) "Digital license plate" means a license plate which receives wireless data communication to display information electronically.
 - (e) "Digital license plate provider" means a person or entity approved by the Department as a supplier of digital license plate hardware and services to motor vehicle owners.
 - (f) “Georgia customer” means a customer of a digital license plate provider to whom a digital license plate has or will be issued for a vehicle that is or will be registered in Georgia.
 - (g) “Metal license plate” means the metal license plate issued for a motor vehicle by the Department or its county tag agent.
 - (h) “Plate image” means the image displayed on the face of the metal license plate, including all letters, numbers, and images, and including all letters, numbers and

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images displayed on a current revalidation decal issued for such metal license plate. If an unexpired temporary operating permit has been issued for a vehicle, then the plate image shall be the image displayed on the face of the temporary operating permit, including all letters, numbers, images, and expiration information, until a metal license plate has been issued for the vehicle.

- (i) “Prestige plate” means a license plate design that displays a personalized sequence of characters chosen by the Georgia registrant and approved by the Department.
- (j) “Sponsored specialty plate” means a specialty plate design sponsored by an agency, fund, nonprofit corporation, association, group, institution, or organization under Article 3 of Chapter 2 of Title 40 of the Official Code of Georgia and approved by the Department.
- (k) "Vehicle owner" means a person, other than a lienholder or security interest holder, having interest in or title to a vehicle. The term includes a person entitled to the use and possession of a vehicle subject to a security interest in or lien by another person and includes a lessee under a lease.

Authority: O.C.G.A. §§ 40-2-1, 40-2-58, 40-2-59.1, and 40-2-59.3.

Rule 560-10-15-.02 Application for and Issuance of Digital License Plates

- (1) At the time of initial application for registration or at any time during the registration period, a vehicle owner may file an application on the forms prescribed by the Department to use a digital license plate provided by a digital license plate provider.
 - (a) Until such time as the digital license plate is installed on the vehicle and is correctly displaying the Department-assigned plate image, the vehicle owner must use the metal plate issued by the Department or its tag agent as the license plate on the vehicle. If a motor vehicle dealer or county tag office has issued a temporary operating permit for the vehicle and the temporary operating permit is still valid, the vehicle owner may use the temporary operating permit until a metal license plate has been issued.
 - (b) The Department will provide additional guidance regarding an online application process for vehicle owners to use to apply for use of a digital license plate when such online process becomes available.

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- (2) If the application for a digital license plate is approved,
 - (a) the Department shall transmit to the digital license plate provider the license plate information necessary to duplicate the plate image on the digital license plate; and
 - (b) the Department or the county tag agent shall issue to the vehicle owner a metal license plate.
- (3) A digital license plate provider shall not cause or allow to be shown on any digital license plate installed on a motor vehicle anywhere in the world a Georgia plate image unless such digital license plate has been issued in accordance with this Rule.
- (4) The vehicle owner shall keep the metal license plate in the vehicle at all times that the vehicle owner is using a digital license plate to serve as the operational license plate on the rear of the vehicle.
- (5) If a licensed motor vehicle dealer or its agent installs a digital license plate on a motor vehicle sold by the dealer to a Georgia customer and the dealer issues a temporary operating permit to the Georgia customer, then the digital license plate provider may apply to the Department through an electronic process approved by the Department for such transactions for permission to display the temporary operating permit image on the digital license plate. If the Department approves the digital license plate provider's application, then the digital license plate provider shall cause to be displayed on the installed digital license plate the temporary operating permit plate image.
- (6) If a county tag agent approves a vehicle owner's application for a temporary operating permit for a motor vehicle which is recorded in the Department's records as having a digital license plate installed, the Department shall electronically transmit to the digital license plate provider the temporary operating permit information necessary to duplicate the temporary operating permit plate image on the digital license plate. The digital license plate provider shall immediately update the digital license plate in real time and cause to be displayed on the installed digital license plate the temporary operating permit plate image.
- (7) In no case shall a digital license plate provider cause or allow to be displayed on any digital license plate the image of a temporary operating permit other than a temporary operating permit assigned by the Department, a county tag office, or a licensed motor vehicle dealer to that vehicle. Once the Department has notified the digital license plate provider that a temporary operating permit has expired, the digital license plate provider shall not cause or allow the expired temporary operating permit to be displayed on any digital license plate.

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Authority: O.C.G.A. §§ 40-2-26, 40-2-31, 40-2-33, 40-2-57, 40-2-59.1, and 40-2-59.3.

Rule 560-10-15-.03 Digital License Plate Design

- (1) A digital license plate provider must ensure that the digital license plate of a registered Georgia customer at all times displays an image identical to the plate image of the metal license plate issued to the vehicle owner, except as otherwise provided in this section.
 - (a) For a black-and-white digital license plate, the requirement to display an image identical to the plate image does not include a requirement that the digital license plate duplicate the exact colors of the plate image.
- (2) In the portion of the plate image where a revalidation decal would be placed on a metal license plate for a currently registered vehicle, the digital license plate must display an image identical to the revalidation decal issued to the vehicle owner by the Department or its county tag agent.
- (3) Each digital license plate design must be designed to be readable by license plate readers and must be certified by the State Road and Tollway Authority as complying with its readability standards before the digital license plate provider may use the design on a digital license plate of a registered vehicle.
- (4) No part of a digital license plate, its case, its installation hardware, or any accessories sold or distributed by the digital license plate provider shall obscure any part of the plate image displayed on the digital license plate.
- (5) When the vehicle owner has been issued a metal license plate that must display on the bottom center of the plate a decal with either the county name or “In God We Trust,” the digital license plate provider must duplicate either the county name or “In God We Trust” in the corresponding space on the digital license plate. The digital license plate provider must give the vehicle owner the option to display the county name or “In God We Trust.”
- (6) If a vehicle owner terminates a digital license plate service with the digital license plate provider, the digital license plate provider shall remove the plate image from the digital license plate and shall cause the digital license plate to display the message “NOT A VALID LICENSE PLATE” in easily legible letters at least 0.9 inches high. After

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confirming that the plate meets the requirements of this paragraph, the digital license plate provider shall terminate the electronic data transmitted to the digital license plate.

- (7) Unless a vehicle owner cancels a digital license plate with the digital license plate provider as provided in paragraph (6), the digital license plate provider shall cause a cancelled, expired, revoked, suspended, or replaced digital license plate to display the plate image, but notwithstanding the requirements of this section, such image on the digital license plate shall be modified so that, in the space for the county name decal or the “In God We Trust” decal, the digital license plate displays the assigned word or phrase transmitted from the Department, which shall be one of the following to reflect the action taken by the Department: “cancelled,” “expired,” “revoked,” “suspended,” “replaced,” or such other assigned word or phrase as directed by the Department, in capital letters of the same size and typeface as on the county name decal. The digital license plate provider may remove the assigned word or phrase from the digital license plate when directed to do so by the Department.
- (a) A digital license plate provider must offer Georgia customers the option of receiving notifications of a cancelled, expired, suspended, or revoked digital license plate via text message, e-mail, or notification through a computer account or computer application (“Electronic Notification”). The digital license plate provider may provide its Georgia customers with notifications through more than one of these methods of Electronic Notification, but, in any case, the immediate notification must be made through the Electronic Notification method chosen by the Georgia customer. The digital license plate provider must provide an immediate, real-time Electronic Notification to any Georgia customer whose digital license plate has been cancelled, expired, suspended, or revoked as soon as the Department notifies the digital license plate provider of such plate’s status.
- (8) If the Department’s records show that a motor vehicle is stolen and the Department directs the digital license plate provider to indicate the motor vehicle is stolen, the digital license plate provider shall cause to be displayed on the digital license plate for that motor vehicle in the space for the county name decal or the “In God We Trust” decal the word “stolen,” or such other assigned word or phrase as directed by the Department, in capital letters of the same size and typeface as on the county name decal or in such other typeface as directed by the Department. The digital license plate provider may remove the assigned word or phrase from the digital license plate when directed to do so by the Department.

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Authority: O.C.G.A. §§ 40-2-31, 40-2-57, 40-2-58, 40-2-59.1, 40-2-59.3, and 40-2-136.

Rule 560-10-15-.04 Valid Registration

- (1) For the digital license plate to be considered a valid operating permit, the metal license plate must be kept in the vehicle at all times in a readily accessible location and presented to law enforcement on request.
- (2) If at any time the digital license plate stops displaying the license plate number or the revalidation decal information in a clear and legible manner, the vehicle owner or anyone operating the vehicle must replace the digital license plate with the metal license plate until such time as the digital license plate properly displays the information required in this Subject, 560-10-15.
- (3) The vehicle owner must renew the vehicle's registration annually by applying for a revalidation decal. The metal license plate must bear a current revalidation decal at all times, even when a digital license plate is being used as the valid operating permit. The digital license plate provider must also ensure that the digital license plate displays the most current revalidation decal information issued for the vehicle pursuant to the instructions from the Department and pursuant to the rules in this Subject.
- (4) A digital license plate provider shall not permit within the state of Georgia the installation or operation of a digital license plate that has not been issued pursuant to Rule 560-10-15-.02 unless the use complies with the exception procedures that shall be established by the Motor Vehicle Division. Those procedures may include, but not be limited to, exceptions for use of digital license plates in product demonstrations, film and television productions, videos, and other marketing purposes.

Authority: O.C.G.A. §§ 40-2-31, 40-2-57, 40-2-59.1, and 40-2-59.3.

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Rule 560-10-15-.05 Messaging and Personalization

- (1) Before an approved digital license plate provider may cause a plate image for a sponsored specialty plate to be shown on a digital license plate, the digital license plate provider and the Department shall complete the following steps:
 - (a) The digital license plate provider shall obtain the written approval of the proposed template image from the specialty plate's sponsor and from the owners of any intellectual property included in the design.
 - (b) The digital license plate provider shall submit to the Department the proposed plate image for certification, the written approval from the sponsor plate's sponsor and from the owners of any intellectual property included in the design, and any other data or documentation required by the Department.
 - (c) The Department must obtain certification from the State Road and Tollway Authority that the proposed plate image displayed on the digital license plate provider's digital license plate meets the State Road and Tollway Authority's standards for readability.
 - (d) The Department will notify the digital license plate provider when the proposed template image for a specific sponsored specialty plate design has been fully approved.
- (2) A digital license plate provider shall not allow or cause to be shown on any digital license plate installed on a motor vehicle titled or registered in Georgia any banner, any personalized message, or any images other than those required or expressly permitted in this Subject.

Authority: O.C.G.A. §§ 40-2-59.1 and 40-2-59.3.

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Rule 560-10-15-.06 RESERVED

Rule 560-10-15-.07 Digital License Plate Provider Requirements

- (1) A digital license plate provider must execute a written contract with the Department before it may begin issuing digital license plates for motor vehicles titled or registered in Georgia.
- (2) The Department may only grant the intellectual property rights, including any copyrights, that it has obtained from specialty plate sponsors. The Department does not guarantee or warrant that the digital license plate provider will be approved to display all Georgia license plate designs. With respect to sponsored specialty plates, it is the responsibility of the digital license plate provider to obtain from the plate's sponsor and from the owners of any intellectual property contained in the license plate design the written approval to display and permission to use the digital license plate provider's design, including the use of the colors or shades to be displayed on the digital license plate. Evidence of such approvals satisfactory to the Department must be provided before the Department will send the design to the State Road and Tollway Authority for certification.
- (3) A digital license plate provider must ensure that its system of sending instructions or data to its digital license plates updates the plates in real time and causes the plates to meet the display requirements of this Subject in real time.
- (4) A digital license plate provider shall establish a password-protected portal to its license plate management system for the Department so that the Department may at any time confirm in real time the digital license plates that have been issued for vehicles titled or registered in Georgia, the identity of the vehicles, the customers to which such digital license plates have been issued, and the current image displayed on the digital license plate.
 - (a) The digital license plate provider shall maintain the portal in good working order at all times and provide the Department with training and written guidance explaining the features of the portal.
 - (b) The digital license plate provider shall provide the Department with reasonable notice at least 72 hours in advance of any scheduled service outage of the portal and include in the notice the period and purpose of such outage.
- (5) Every digital license plate provider shall maintain a record, in the form the Department prescribes, of every digital license plate issued, received, bought, sold, or exchanged by

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the provider for a vehicle titled or registered in Georgia. As part of its electronic records, a digital license plate provider shall maintain a record for each digital license plate of all instructions sent to a digital license plate and the time and date such instructions were sent. In addition, if the digital license plate sends any signal, data, or communication back to the digital license plate provider, the digital license plate provider shall maintain a record of all such communications, including the time and date of each such received communication. All such records shall be kept for three years and shall be open to inspection by a representative of the Department during reasonable business hours.

Authority: O.C.G.A. §§ 40-2-58, 40-2-59.1, and 40-2-59.3.

Rule 560-10-15-.08 Digital License Plate Provider Fees

- (1) A digital license plate provider shall be authorized to collect fees for the provision of digital license plate hardware and for services to such license plate. Such fees may include the cost for the manufacture of the digital license plate, the installation of the digital license plate, and any service or repair plan a Georgia customer may elect to purchase. All such fees must comply with the contract between the digital license plate provider and the Department.

Authority: O.C.G.A. §§ 40-2-57 and 40-2-59.3.

Rule 560-10-15-.09 Effective Date

The effective date for Rules 560-10-15-.01 through 560-10-15-.08 is October 1, 2022.

Authority: O.C.G.A. § 40-2-59.3.