Uber

[redacted] Privacy International
62 Britton Street
London
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18 February 2021

Dear [redacted]

Thank you for sharing your questions and your continued engagement with us. We share your belief that transparency and fairness should be central principles of automated decision making, and are grateful for the opportunity to respond.

We use and innovate around technology and data to provide significant benefits to all those who use our platform. Our innovations, and the algorithms that underpin them, allow us to help people get from A to B, while also improving safety for riders and drivers and providing flexible earning opportunities to drivers.

We are keenly aware of the important responsibility we hold towards the people who operate on our platform to make sure that this technology is used responsibly, and that their rights are respected. At the core of everything we do is our mission of being a trusted steward of our users' personal data in every market where we operate. This has resulted in a longstanding focus on the importance of respecting privacy, safeguarding data, and enabling trust.

In accordance with this, we of course are committed to ensuring that our drivers can exercise their rights in relation to their personal data, and take the steps necessary to comply with our legal obligations with regard to the processing of personal data. We understand that people's personal data is exactly that – personal. We have strong privacy controls in place, including commitments to transparency around the data we hold. We respect data protection rules and regulations, including GDPR, and this compliance is inherent to our business operations. Drivers can obtain access to a copy of their own data via https://uber.com/privacy-dpo - we honour all such requests in accordance with GDPR and the guidelines of the UK ICO and the European Data Protection Board.

In line with this commitment to protect users' data, we are in the process of rolling out our new in-app Privacy Centre. This feature gives our users more control, and allows riders and drivers to manage their privacy preferences in-app. It also helps users to understand how we use their data to enable convenient and safe transportation, while remaining true to all our responsibilities as a data processor.

Our technology plays an important role in keeping everyone that uses our platform – riders and drivers – safe, and in supporting public safety and compliance with our obligations as a licensed private hire operator. Automated processes with human reviews are a core component of our ability to address unsafe behaviour, including to weed out the tiny minority of bad actors who try to circumvent our systems and operate on our platform illegally. This includes our Real-Time ID Check which prompts drivers to take a selfie to confirm that drivers are the same person who went through all the necessary screenings to drive on our platform. This technology is effective – it has enabled us to identify real world examples of attempted account sharing through concerted effort of impersonation between drivers using Uber's platform, and those fraudulent drivers have subsequently been removed from the platform following a formal human review.

We want to reiterate that no one is ever permanently deactivated from Uber solely on the basis of an automated decision. It is always our specialist teams of human reviewers who make the final decision to deactivate an account. Reviewers can (and do) override the technology if they believe the

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technology has made a mistake. We take the decision to deactivate drivers' accounts very seriously, because we recognise that many of them depend on Uber to earn. Uber's human reviewers are highly trained in their particular area of expertise, whether that be in face matching, fraudulent document reviews or conflict management.

Drivers have and will always have the option to challenge decisions made by human review. For example, in instances where drivers are deactivated due to photo mismatch through our Real-Time ID check, they are given 21 days to appeal the decision by attending an in-person Uber Greenlight Hub and providing proof that they are the person in the selfie. Only if the driver does not provide sufficient evidence to support their case will a human reviewer permanently deactivate the driver's account, notifying the relevant licensing authority where we are required to do so.

In May 2021, we signed a recognition agreement with GMB, giving UK Uber drivers another route to raise concerns and challenge decisions directly. This agreement is the first of its kind in our industry and gives all drivers the right to representation by GMB. We are engaging with the union's organisers on a daily basis on individual driver issues.

Yours sincerely,

