Privacy is not a blocker of innovation.

It’s essential to it.
Privacy by Design: Product Development

Required Product Review Process

Product/Engineering/Legal Review

Privacy/Security Review

Does it collect or use personal information?

- What is the benefit to users?
- Why is the data needed?
- How will it be used?
- Is the purpose within user expectations & explicitly stated?
- How will we protect it with internal access controls?
- How will we give users control?
Legal requirements are the floor, not the ceiling for privacy.

Our goal is to meet consumer expectations to provide them with a great experience.
Insight #1: Most consumers don’t proactively manage data privacy

Very few consumers proactively seek out privacy settings and even fewer read privacy policies

What this means for privacy:

- Build fewer settings that are powerful but easy to use & make detailed controls optional
- Consumers value settings that give them control more than informational features
- Identify timely trigger events to surface relevant information about privacy in context
Insight #2: Users think about privacy throughout the Uber experience

From sign-up to driver onboarding, adding payment info, etc. consumers want easy access to privacy information relevant to what they’re experiencing now.

What this means for privacy:

- We take the Product Review process very seriously to ensure user privacy is prioritized—this is a company level responsibility
- We’re re-evaluating each part of the Uber experience from a Privacy Perspective
Insight #3: Users evaluate whether they want to share data based on the perceived relevance to our service.

We build to give value to the user.

What this means for privacy:

- Always start with value to the user
Privacy settings for riders

Settings in Uber’s app give you control over which information you share with Uber. Simple explanations accompany each control to help you understand when information is shared with us and how it’s used.

For example, you can still use Uber without using location services by manually typing in an address, landmark, or cross-street.
Account deletion services

Orchestrating data deletion through a single platform across Uber’s complex infrastructure enables us to scale and support new product features, meet user expectations, and comply with regulatory requirements.
Differential privacy

Differential privacy allows for analysis of large data sets without revealing the identity of any individual included in the data, and is used to gain insight from user data without compromising privacy.

Uber partnered with a team of security researchers from the University of California, Berkeley. The researchers worked for over a year to come up with the calculation technique, called Elastic Sensitivity, which Uber released as an open-source tool in 2017.
Privacy Considerations for Self Driving

How do we apply these insights to AVs?

- Transparency about data collection, use, and retention
- Clear and simple privacy settings and controls
- Data protection and privacy standards that promote minimization and anonymization
Uber’s Global Privacy Program

- Dedicated privacy experts located around the world, in every region where we operate.
- **200+ employees** from other functions also serve as Privacy Champions for their teams throughout the company
Thank you