

SAFETY AT UBER

Uber's technology makes it possible to focus on safety for riders and drivers before, during, and after every trip in ways that have never been possible before.

BEFORE GETTING IN THE CAR

No more street hails or waiting outside to find a ride. A rider can start the Uber app from anywhere and wait safely inside for the car to arrive.

No discrimination. No ride is too long or too short. All requests are blindly matched based on the closest available driver-partner, meaning that there is no discrimination based on race, gender, or pick-up or drop-off location. Day or night, people can safely get to their destination, even if it is hard to reach.

Trips are no longer anonymous. When a driver-partner accepts a request, a rider sees his or her first name, photo, vehicle model, and license plate number. Riders can also check whether others have had a good experience with him or her.

DURING THE RIDE

Never get lost. The location is clearly marked so riders know where they are on their journey -- and if they are on the right route.

Share your location. Riders can easily share their trip details -- including the specific route and estimated time of arrival -- with selected friends or family at the touch of a button.

No need for cash. Because payments can be made automatically and securely via the credit card, debit card, or PayPal account on file, riding with Uber significantly reduces the potential risk and conflict that can stem from disputed fares, lack of cash, or fare evasion. This is particularly good for drivers because carrying large quantities of cash can make them a target for crime.

AFTER ARRIVING AT THE DESTINATION

Feedback and ratings after every trip. Riders and driver-partners are asked to rate each other and provide feedback for every trip before requesting or accepting another ride.

24/7 support. If riders or driver-partners have any questions about their trip, or if they need to report an incident, our customer support team is ready to respond to any issues.

Rapid response. We have a dedicated Incident Response Team to answer any urgent issues. If we receive a report that there has been an accident or incident, we can suspend the relevant parties and prevent them from accessing the platform until the matter is resolved.

BEHIND THE SCENES

Contact drivers without providing personal information. Uber uses technology that anonymizes riders' and driver-partners' phone numbers so that they do not have each other's real contact details.

Always on the map. Global Positioning System (GPS) data for all rides on the Uber platform are logged so we know which driver-partners and riders are riding together and where they are for the duration of their trip. GPS also enables us to verify the efficiency of every route being used, which creates accountability and a strong incentive for good behavior.

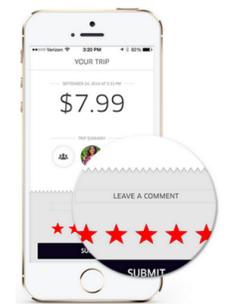
Working with law enforcement. In cases where law enforcement provides us with valid legal process, we collaborate with them on investigations, e.g. by providing trip logs.



New technologies, such as GPS mapping, improve safety and increase accountability



Riders can let family and friends know the first name of their driver and their location in real time



Two-way ratings and feedback enable a constantly up-to-date quality assurance system

HOW UBER CONTRIBUTES TO PUBLIC SAFETY

There is a correlation between Uber's presence in cities and a reduction in drunk driving. Researchers at Temple University estimate that Uber's entrance into various markets in California has a strong correlation with an approximate 5% drop in alcohol-related driving fatalities. Uber has also partnered with organizations such as Mothers Against Drunk Driving (MADD) in the US to raise awareness about alternatives to drunk driving. Lastly, closing time is Uber's rush hour; in cities around the world, Uber trip requests consistently spike around the required closing time for bars and nightclubs.

Uber facilitates reliable transportation in times of unexpected emergency. After the 2013 bombing at the Boston Marathon, public transportation in the city was on lockdown as law enforcement sought the fugitive bombers. Uber Boston remained active and was one of the only options for people to get where they needed to be; rides to local hospitals were given for free. Since then, Uber has launched a US-wide partnership with the American Red Cross to keep communities safe during natural disasters.

The wide reach of the Uber network is a valuable resource for community organizations. Uber has a US-wide partnership with the National Center for Missing and Exploited Children (NCMEC) to send Amber Alerts to driver-partners who are online. Because Uber's driver-partners are widely dispersed and located on city streets, they are a valuable set of eyes in situations that require immediate awareness. Uber also has a global partnership with SafetiPin, a map-based mobile safety app. As Uber driver-partners drive around their cities, they help to collect real-time photos of different neighborhoods. The photos are audited by the SafetiPin team on a set of variables like lighting and crowdedness to arrive at a safety score for that neighborhood. Our partnership began in India and is being expanded to 50 cities across Asia, Africa, and Latin America.