

Uber's Principles on Pricing and Promotions

1 Uber Does Not Personalize Pricing

Uber does not use personal data to personalize prices for individual consumers (commonly referred to as personalized pricing). We use location data to determine factors like time and distance or real-time supply and demand.

2 Uber Does Not Use Battery Information for Pricing or Promotions

Uber does not use phone model, device hardware, operating system, software version, **battery level**, or similar technical characteristics as inputs to set prices or promotions.

3 Protected Characteristics Are Not Used As Inputs to Pricing or Promotions

Uber does not allow the use of protected characteristics—such as race, ethnicity, gender, or disability status—as inputs to set prices or promotions.

4 Personalized Promotions And Offers Are Transparent and Consumer-Beneficial

Uber may use personal data to provide promotions and offers that lower prices for consumers. For example, we may offer discounts to a returning rider who hasn't used our platform in a while or provide promotions based on a consumer's recent activity on the platform. This is consistent with common business practices to make pricing incentives more relevant and effective based on how consumers use the service. The pre-discount price is clearly communicated before a consumer confirms their order or ride. Uber discloses the categories of data used for personalized promotions and offers in its Privacy Notice, which is provided before first use and updated regularly, and enables consumers to opt-out of personalized offers, promotions, and marketing content.

*These four principles apply to consumer-facing products and services with prices set by Uber. Pricing and promotional practices may vary for Uber's enterprise offerings or items offered via Uber with prices set by a third party (e.g., menu prices set by restaurants), and in markets outside of the U.S.

