2026

Algorithmic Transparency Report

United States

Uber

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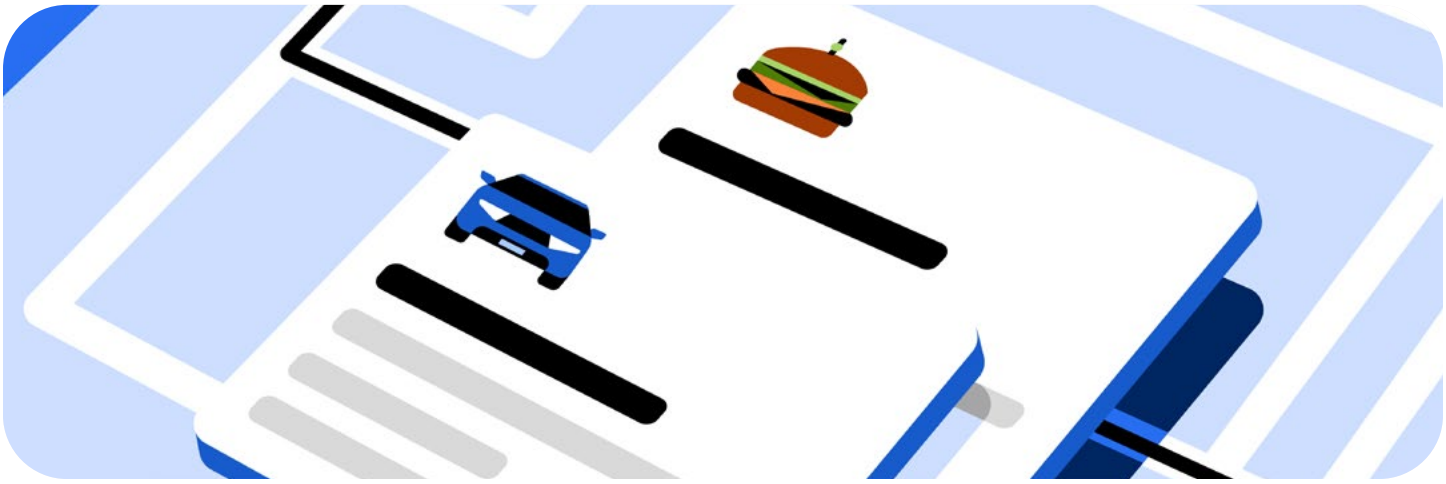


Introduction

Uber's mission is to create opportunity through movement across the United States. Operating across thousands of cities and communities nationwide, Uber connects millions of riders and consumers with drivers, couriers, and merchants every day.

Behind the scenes, algorithms and artificial intelligence (AI), including machine learning (ML) systems, work together to make those connections possible—matching people in real time, setting transparent prices, and helping keep trips safe and reliable. These systems are what allow Uber to operate efficiently at scale—powering hundreds of millions of trips and deliveries every year—while adapting to highly localized conditions across the United States.

Platforms like Uber play an important role in the U.S. economy, supporting flexible earning opportunities for drivers and couriers, helping merchants reach new customers, and providing reliable transportation and delivery options in communities large and small. It's not just on our app: Uber employs thousands of engineers, safety specialists, policy professionals, and operations staff across the United States who are focused on building, operating, and governing these algorithmic and AI systems responsibly.

As the role of algorithms, AI, and ML deepens, so too does our responsibility to ensure these systems are transparent, fair, and aligned with the expectations of the people who rely on them. As part of that commitment, this report focuses specifically on how Uber's algorithmic and AI systems function in the United States. It outlines the mechanisms behind decision-making on our platform, describes our governance structures, and explains our approach to fairness, safety, and accountability in the U.S.

Algorithms and AI at a Glance

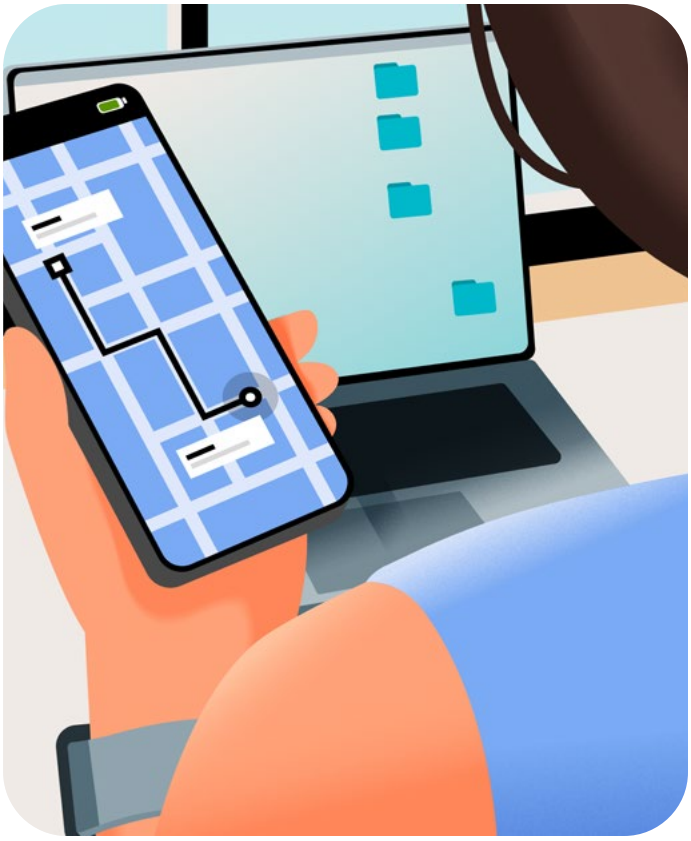
Every day, algorithms and AI power the heart of our platform by predicting traffic in real time, finding the best trip and delivery matches, and providing clear upfront pricing. These systems support more than 1.5 million trips every hour, helping people get to work, make their flights, or simply skip cooking dinner. More importantly, they are a critical driver of safety, working in the background to protect riders and drivers when it matters most. From helping loved ones get to doctor appointments to connecting people where public transit leaves off, Uber uses algorithms and AI to solve real problems for real people.

These systems support

1.5 million+

trips ever hour

Uber's approach to algorithmic and AI governance is grounded in structure, accountability, and continuous improvement, with a strong emphasis on transparency, fairness, and human oversight throughout the lifecycle of high-impact systems. We operationalize these principles through a combination of formal governance processes and cross-functional collaboration. Our governance approach is guided by industry standards, such as the National Institute of Standards and Technology (NIST) AI Risk Management Framework and International Organization for Standards (ISO) for AI Management System, and grounded in compliance **with state, local, and national regulations**. And importantly, human judgment is embedded throughout the process—from model design and risk assessment to deployment and review—so that automation never replaces accountability.



A note on terminology

Algorithms, AI, and ML are closely related, but not identical, concepts. We want to start by highlighting some definitions and how they apply to our platform.

- **Algorithms:** Algorithms are step-by-step instructions for solving a problem. Some are deterministic, meaning they follow the same steps and produce the same outputs given the same inputs, such as calculating the shortest route between two points. Others incorporate the outputs of ML models, meaning they can adapt to new conditions or data over time. At Uber, algorithms often combine both types: fixed logic to structure decisions, and adaptive inputs from ML models to improve accuracy and relevance.

Example:

When you request a trip, an algorithm helps determine which nearby driver to offer it to. The fixed logic ensures the system only considers available drivers, while ML-powered predictions, such as estimated travel times, influence which option is most efficient.

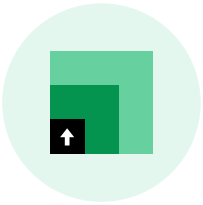
- **Machine learning (ML):** ML uses data to learn patterns and make predictions, like estimating the likelihood of an event, that can be used by algorithms to guide decisions.
- **AI:** AI is a broader umbrella that encompasses ML, referring to computer systems designed to perform tasks that typically require human intelligence, such as reasoning or decision-making. For the purposes of this paper and simplicity, we'll use AI and ML interchangeably.

Example:

Uber's ETA (Estimated Time of Arrival) predictions rely on machine learning. The system uses large amounts of past trip data (traffic patterns, time of day, weather, city events) to predict how long a driver will take to pick up a rider or complete a trip. Unlike a simple algorithm, the model "learns" from past trip data and gets better over time as conditions change.

In practice, many of Uber's systems combine all three (Algorithms, ML, AI), using algorithms as building blocks and AI/ML to adapt complex patterns into real-world applications.

The Role of Algorithms and AI at Uber



Our platform can only function at scale with algorithms.

Algorithms are essential to operating at the scale and complexity that Uber demands. With millions of riders, consumers, drivers, merchants, and couriers interacting on our platforms every day, manual or rules-based approaches are not sufficient to provide fast, accurate, and context-aware decisions.

Algorithms allow us to manage this complexity in real time, turning large volumes of data into actionable insights that improve user experience, system efficiency, and safety. Rather than relying on static assumptions, ML models learn from historical trends and real-time signals to improve outcomes over time—helping the platform remain reliable and responsive as conditions change.

Algorithms are designed with all platform users in mind. They help make trips and deliveries safer and more reliable, support earning opportunities for drivers and delivery people, and improve the in-app experience for riders, consumers, and merchants. Uber users have the best experience when the platform works seamlessly, which is why we are committed to the responsible and transparent use of algorithms and AI.

Example:

The ML model used by Uber to estimate a trip's arrival time generates predictions based on factors such as distance, infrastructure, estimated traffic or estimated vehicle speed. This system learns from other similar trips, and can, for instance, adapt based on temporary or permanent road closures. This adaptability helps ensure the platform remains reliable and responsive, even as urban environments and customer expectations evolve.

Designed with all platform users in mind.

In practice algorithms are essential tools that deliver meaningful benefits in people's daily lives.

Algorithms support a wide range of activities on our platform from determining which nearby drivers or couriers to offer a trip or delivery to estimating arrival times so riders and consumers have the most up-to-date waiting time information. We use algorithms to calculate prices dynamically to ensure that our services are reliable even in moments of high demand, meaning that trips are financially attractive to drivers, and affordable for riders. On Uber Eats, algorithms are also used to route orders

between couriers and merchants, factoring in preparation time, traffic, and location. Pricing is similarly designed to create attractive earnings opportunities for couriers and merchants, and to make offers appealing to consumers.

Algorithms can support systems that are fairer and more consistent by applying trained models to data in a systematic way, rather than relying on individual judgment that may vary from case to case and is prone to bias. This reduces the likelihood of arbitrary outcomes and creates a stronger foundation for oversight. This does not eliminate the need for human governance – on the contrary, it makes governance even more important. Oversight is essential to ensure that models are applied responsibly, remain aligned with policy goals, and adapt appropriately as conditions change. And it offers a powerful tool for delivering consistent service across diverse geographies, while adapting to local conditions.

Example:

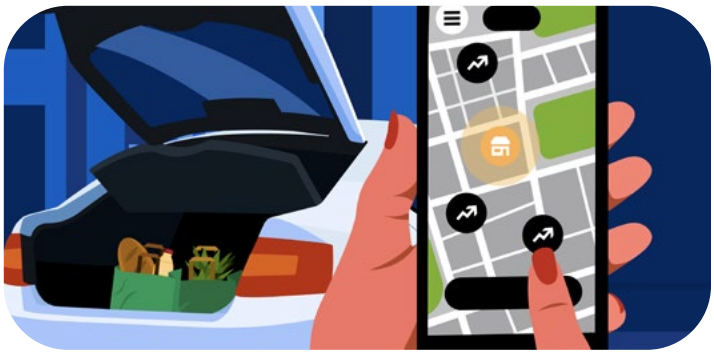
Fraudulent activity on Uber can sometimes involve a driver manipulating their GPS signal so it appears they are in a different location than they actually are. This tactic known as "GPS spoofing" can unfairly generate earnings or disrupt trip matching, harming both riders and drivers.

To address this type of fraud, if a driver's GPS location shows them suddenly "jumping" across the city in ways that don't match real-world driving, the system may flag this as potential GPS spoofing, which may lead to the removal of the driver's access to the platform. Our internal review team is provided with clear explanations of what triggered the flag. If the team determines a driver's account should be restricted, the driver is informed. If the driver believes there is a mistake, they can submit evidence, which helps our team review the case. This combination of automated detection, human review, and transparent communication promotes safety on the platform while inserting accountability for our systems. The goal is to prevent fraud that impacts not just customers but other drivers in the area.

Finally, the use of algorithms empowers experimentation and innovation, which ultimately makes our platform better for all our users. Through techniques like A/B testing, reinforcement learning, and simulation, we can iterate on new features and policies at scale, measuring their impact and refining them in a structured way. This allows Uber to stay agile and data-informed as we build the next generation of mobility and delivery solutions.

How Uber Uses Algorithms and AI

Matching Customers, Drivers, Couriers and Merchants



At any given moment, millions of people around the world are logged on to our app, with new people logging on every second. That means millions of possible matches between riders and drivers, and between couriers, merchants and consumers. Throw in real-world factors like traffic jams, and the task of this matching becomes more complex. That's where AI comes in.

Driver and Courier Choice in Action

Uber's marketplace is designed around the principle that drivers and couriers decide whether, when, and where to work. When a trip request is generated, it is presented as an opportunity—not an assignment. Drivers and couriers see upfront earnings, and in most markets, pickup and drop-off locations, and estimated travel time before deciding whether to accept an offer. They can decline any request, let offers expire, or go offline at any time, all without penalty or deactivation. This flexibility is widely exercised: our data shows that drivers and couriers decline or ignore a significant share of the requests they receive while maintaining access to the platform. This pattern reflects the core design of the platform—providing real-time information and proposing matches so that each driver and courier can make independent decisions based on what works best for them.

Many drivers and couriers also use multiple platforms at the same time, a practice sometimes called "multi-apping." Drivers and couriers may have Uber and other ride-hailing or delivery apps open simultaneously and choose the offer that best fits their preferences at any given moment. Uber's contractual terms expressly permit working with competitors. Because drivers can freely compare offers across platforms, they retain the ability to direct their own earning activity.

With that platform reality in mind, our technology seeks to optimize every potential match to ensure drivers and couriers (on the one hand) and riders and consumers (on the other) receive matches and pricing in real time that is attractive to them both, converting every opportunity into earnings made and services delivered.

How Matching Works

When a trip or delivery request is generated, the platform must quickly determine which drivers or couriers to offer it to. Uber's matching system reviews who is online in the area, the type of trip requested, and conditions in the local city of operation. It looks at the distance to the rider or customer, the product or vehicle type (for example, UberX vs. Comfort or car vs. bike for delivery), and any special requirements such as airport queues.

The most important element in matching is location, which depends on the layout of a city, traffic patterns, and geographic features. AI is essential in translating distance as the crow flies, into the real, lived experience of time and distance. Closest doesn't always mean quickest. For example one driver may appear closer, but there may be a series of one-way streets or congestion between the driver and a rider that may cause the "closest" driver to have a much longer estimated time of arrival.

The matching algorithm is designed to optimize reliability and efficiency for all trips or deliveries at any one time, not just for an individual trip or individual delivery. It's about matching as many riders who have requested a trip with as many drivers, and as many consumers with couriers. Drivers or couriers are then free to accept or reject offers.

For example, the mobility matching algorithm weighs whether a match is likely to reduce overall wait times, avoid unnecessary empty travel, and increase the chance of a driver receiving a subsequent request after drop-off. For our Share products where multiple riders are picked up by the same vehicle, the system considers whether routes overlap to minimize detours.

Sometimes, drivers ask why they're matched with certain riders instead of others nearby. The reason is that the system is designed to reduce wait times for all users and make as many trips happen as possible. This can mean that a driver is matched with the rider who isn't the closest, but whose trip leads to a better outcome for users as a whole.

By using algorithms in this way, Uber is able to balance millions of simultaneous potential matches across the platform – helping riders get faster pickups, enabling drivers and couriers to find more worthwhile trips, and keeping our platform dependable and affordable.

CASE STUDY:

In a 2024 paper, Uber Applied Scientist Dan Knoepfle, and economists Juan Camilo Castillo and Glen Weyl describe a problem in ride-hailing called a "wild goose chase."

This happens when there aren't enough available drivers compared to trip requests. Under a simple nearest-driver dispatch model, some riders are matched with drivers close by while others are matched with drivers who are far away. That sets off a negative cycle for those matched with faraway drivers: riders wait longer, drivers waste time driving without riders, make less money, and some drivers log off, making the shortage worse.

The study found that smarter dispatch systems and dynamic pricing technology—like the systems used by Uber—help minimize "wild goose chase spirals" by better balancing supply and demand. And without this technology, it would be harder for riders to access reliable on demand transportation.

Pricing

Pricing Drives Reliability

Upfront pricing for rides shows Uber riders the total fare before they request a trip, so they know exactly what they'll pay. It helps riders make informed choices: whether to book immediately, wait for demand to ease, or consider another option and brings more clarity and predictability to travel.

Riders see the fare upfront

When Uber introduced upfront pricing, it revolutionized rider expectations by replacing the uncertainty of metered fares with clear, predictable costs. Riders see a single fare before confirming a trip, calculated using multiple factors such as estimated time and distance, demand patterns, and anticipated traffic conditions. The system also accounts for tolls, taxes, surcharges, and fees, though wait-time fees are typically excluded from the upfront estimate. If dynamic pricing is in effect, that adjustment is reflected in the upfront fare as well.

Riders value transparency:

In a 2024 Public First Poll, Uber riders said the most important reasons they chose to use the service were Uber's reliability and price transparency (90%). This was followed by the safety (88%) and convenience (86%) of using the service.

90%
Reliability and price transparency

88%
Safety

86%
Convenience

Surge pricing helps maintain reliability

Surge pricing plays a crucial role in ensuring that riders can secure a ride even when demand is high, by helping to restore balance between available drivers and riders. It acts as a "relief valve," automatically activating when there are more trip requests than available drivers to promote service reliability and reduce wait times. Prices adjust in real time within hyperlocal areas—leveraging AI for current and forecasted demand conditions to dynamically balance demand and supply. Because prices are shown upfront in real time, riders who have the flexibility to wait may choose to do so until surge conditions recede and prices decrease. In exceptional situations such as major emergencies that might affect public safety, Uber can intervene to cap surge pricing in affected areas.

Example:

Thousands of concert attendees exit the venue and open the Uber app to request a ride.

- Without Surge Pricing: Driver supply is quickly overwhelmed. Most riders face long waits and many are never matched with a driver.
- With Surge Pricing: Fares increase temporarily, signaling to drivers nearby that there are lots of riders around waiting for a trip and that trips are now more attractive. This motivates drivers to move toward the concert area or stay online longer. As a result:
  - Riders with flexibility can wait slightly longer for demand to ease, after which prices typically fall.
  - Overall, supply and demand rebalance faster, reducing the likelihood of gridlock in the system.

This isn't hypothetical. In 2020, surge was banned in Las Vegas as a result of the Covid state of emergency. Thousands of riders were left stranded at the airport and local businesses, drivers lost earnings opportunities and the city had less reliable transportation options. The problem became so acute that the Governor had to create an exemption to allow surge pricing. Long term, surge is essential not just for drivers, but for riders and cities alike.

Pricing Dynamically

Uber's goal is to keep trips and deliveries attractive for drivers and couriers while helping them remain affordable for customers. To help maintain this balance, Uber uses dynamic pricing that adjusts fares using aggregated, anonymized trip patterns and real-time factors–such as time, distance, demand, and destination trends. The result is to help make trips more consistently appealing to drivers and reliable for riders.

With dynamic pricing, fares can vary depending on the specific route and the time of day, helping make transportation more accessible across different locations and times. This approach accounts for the unique, hyper-local dynamics of each city—factors like road layout, traffic, and fluctuating demand patterns—that can differ greatly even within the same urban area. By tailoring prices to these variable conditions, Uber's technology strives to optimize match rates and deliver pricing that is affordable for consumers and valuable for drivers and couriers.

Once the trip is complete, riders are charged the upfront price, unless the trip changes significantly, such as by adding stops, altering the destination, or taking a longer route.

Fact check:

Upfront prices are not personalized. Our pricing algorithms do not use information about a rider's personal characteristics (like their gender, race, or ethnicity), nor do we factor in details like a rider's phone model, operating system, or battery level.

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 to set prices or promotions.

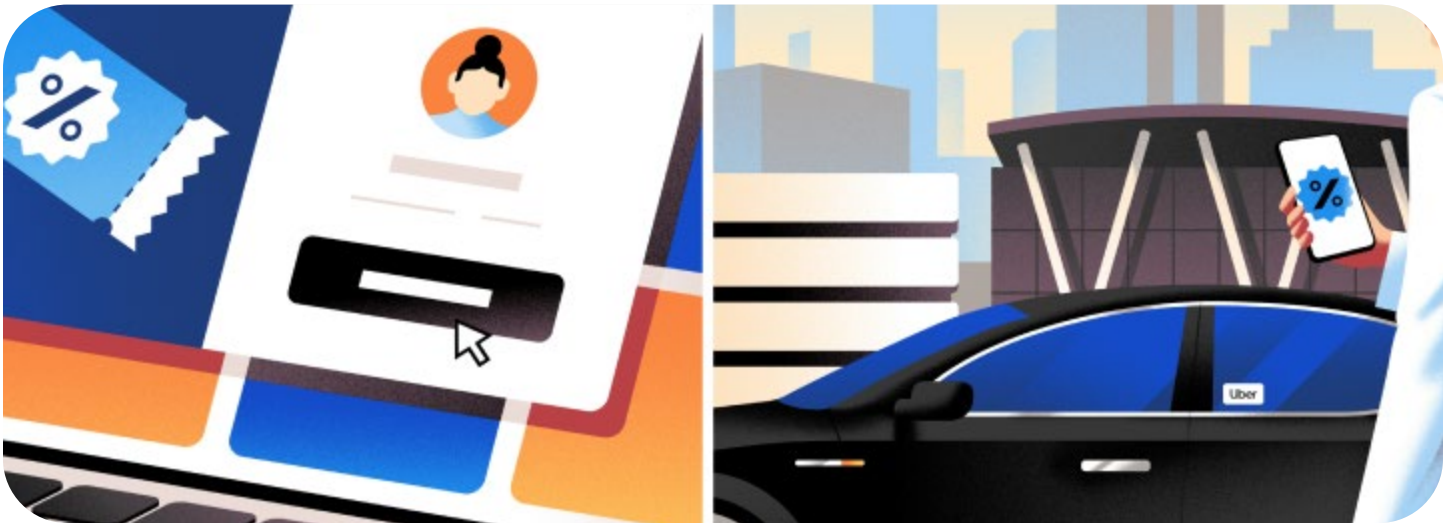
3 Protected Characteristics Are Not Used As Inputs to Pricing or Promotions

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 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-promotion price is clearly communicated before a consumer confirms their order or ride. Uber discloses the categories of data used for personalized promotions 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).



Pricing Transparency for Drivers and Couriers

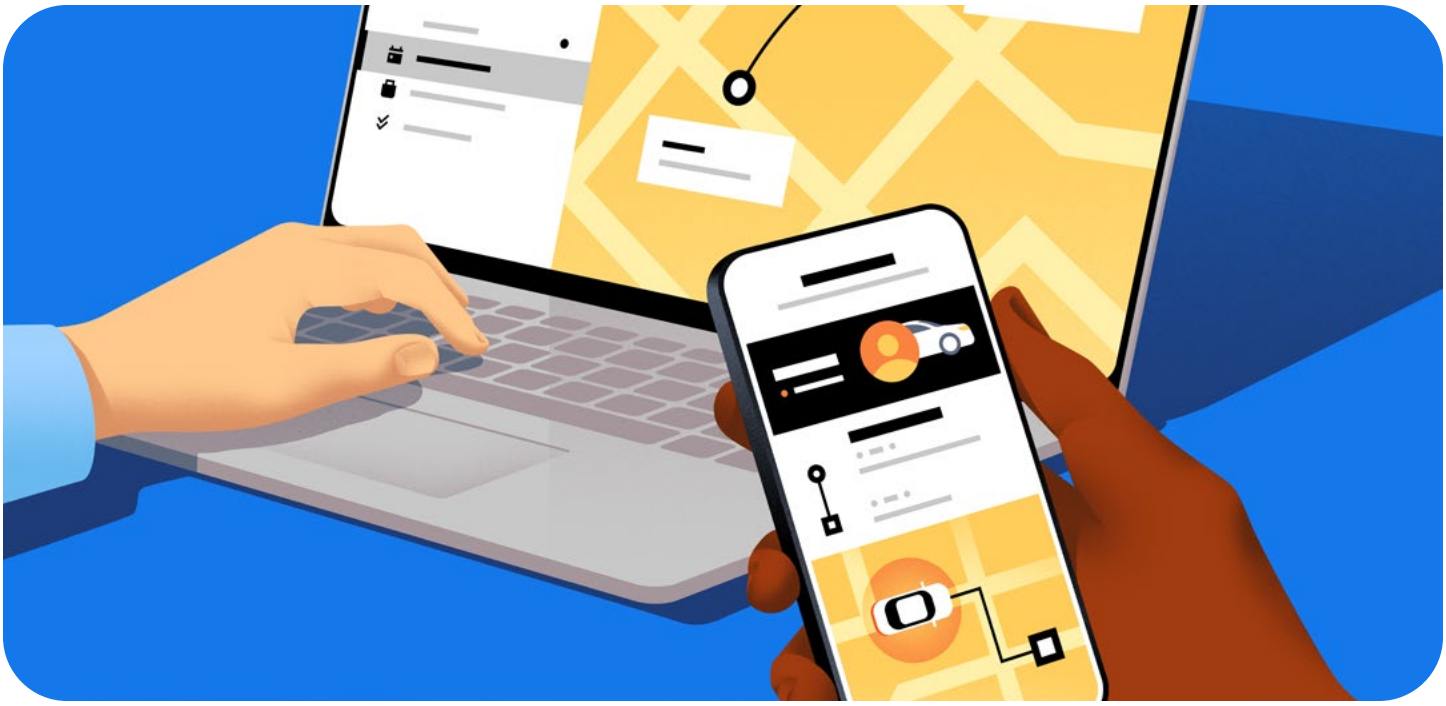
In most cities, offers sent to a driver or delivery person include: pickup and drop-off locations, estimated travel time, and projected earnings. Drivers or couriers can accept or decline, with full flexibility to make decisions based on what works best for them.

We know drivers and couriers value having more information before they accept a trip or delivery, including precise information about how much they will earn for the trip or delivery. Reliability for customers has stayed high thanks to advanced pricing technology that leverages AI, adjusting for variables such as route efficiency, traffic, and local usage patterns.

Our pricing algorithms are dynamic and subject to regular internal reviews drawing from stakeholder insights. The reviews are iterative, incorporating feedback from operations teams who are most knowledgeable about local market conditions and who regularly engage with drivers and couriers. Pricing reflects both dynamic conditions, such as temporary demand spikes, and structural considerations informed by that local insight.

Machine Learning for Pricing

ML models also improve the accuracy and efficiency of our pricing algorithms. For example, decision tree models—which break down complex decisions into a series of yes/no questions, branching at each step until reaching an outcome—can help predict whether variables like time of day, weather, and location will affect traffic conditions. These tools continuously improve as more data becomes available, supporting more reliable predictions that inform pricing.



Better Earnings Predictions

We use algorithms to help drivers and couriers make the most of their time on the road. Probabilistic prediction is a mathematical model that learns patterns from data and then makes predictions about new unseen data. It is an essential part of many ML models. In some markets probabilistic prediction powers tools like the Earnings Heatmap which highlights for drivers when and where demand is likely to be higher. Real-time dispatch algorithms minimize downtime by efficiently matching drivers with nearby riders and couriers with optimized delivery routes—reducing empty miles and fuel consumption between trips and deliveries.

Drivers and couriers also benefit from systems that adapt over time. For example, features like upfront fares and tailored promotions are all powered by algorithms that utilize historic data across the marketplace. These tools are designed to give drivers more flexibility and transparency for their workday, as every driver retains individual decision making autonomy with every offer.

Use cases specific to Uber Eats

On top of the algorithms and AI systems mentioned so far, Uber also uses specific systems to support tens of thousands of merchants on Uber Eats. From family-run restaurants to grocery chains, merchants rely on our digital infrastructure to bring their businesses online and widen their customer base. Algorithms assist them in setting up storefronts, managing menus, tracking orders, and gaining insights into customer behavior. For many businesses, this digital presence—powered by the Uber Eats Manager (our merchant facing application)—is a lifeline, especially during times when in-person foot traffic is unpredictable.

Smarter Order Management and Delivery

Streamlining the flow of orders and deliveries. Order batching and delivery person matching algorithms optimize for efficient deliveries. By accounting for factors like order preparation time, the algorithms can help align timing between merchants and couriers to minimize delays.

Helping merchants optimize promotions selections. Merchants gain critical insights into operational performance, and obtain insights into their customer bases through data-driven tools and features available on Uber Eats Manager. These insights help merchants make informed decisions and ultimately grow their businesses.

Larger businesses can utilize full API integration—a more advanced option that lets their existing point-of-sale system connect

directly with Uber's algorithms for automation and scalability. Merchants can upload and update menus easily using batch import files. For those with large catalogs—such as supermarkets—our bulk upload tools use product IDs and barcodes to link images and names. In some cases, we use generative AI models to help classify and enhance menu content.

Example:

Uber Eats Manager includes an AI-powered tool that assists merchants in creating item descriptions. When a merchant adds a new item, key words are recommended as potential descriptions, which saves time in updating their menu.

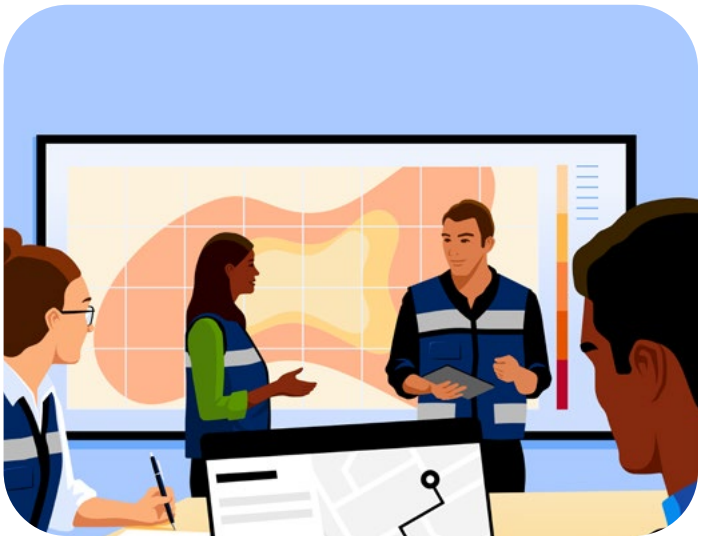
In every case, the goal of our algorithms is to automate tasks in ways that enhances user experiences, empower smarter choices, and help everyone on the platform thrive. We continue to refine these systems to help ensure that our technology delivers real value where it matters most.

Discovery on Uber Eats: When a customer opens the Uber Eats app, the first screen they see—our "Discovery" page—is shaped by a machine learning model that determines which merchants, products, and services are surfaced and prioritized for the customer.

This model considers various inputs to surface options that are relevant and optimal for the customers based on a range of contextual signals. After all, a customer who wants to order breakfast at 9 a.m. likely wants to see different options than when browsing to order dinner in the evening. To make sure customers see options that are relevant and likely of interest to them, our machine learning model considers inputs like their location, time of day, merchant availability and proximity to the customer, and their historical order preferences. Estimated delivery time is also a factor designed to prioritize options with faster delivery times. Overall, we aim to ensure that our models balance fairness, efficiency, and availability to provide customers with options that they like.

In addition to recommendations, Uber Eats offers merchants the opportunity to run paid promotions. It's important that promotions reflect consumer demand and connect merchants to the right consumers. Our ad ranking algorithm considers several factors including: how closely the restaurant matches a customer's current needs, how relevant their menu is to the customer's past orders, and the merchant's bid price. For example, if a customer often orders vegetarian meals, the algorithm may rank a sponsored plant-based restaurant listing over a burger restaurant during recommendation calculations.

Customers may opt out of personal advertising, in which case sponsored placements will still appear but will not be tailored based on account details or past order history.



Algorithms Enhancing Safety and Support

At Uber, safety is fundamental to how we design and deploy technology. Our safety algorithms are a combination of preventative tools, real-time monitoring, and post-incident interventions. While some of these tools operate behind the scenes, they are critical to maintaining trust in the platform.

AI-powered driver and delivery person identity verification. When a new driver or delivery person signs up to use Uber, they go through a multi-step screening process that includes document identity verification checks. But verification doesn't end at sign-up—we also require drivers and couriers to periodically reconfirm their identity by submitting a selfie to compare against their account profile photo using facial verification technology. This helps confirm that the person using the app is the verified account holder. This not only deters fraud but also ensures that riders, consumers, and merchants know who they're interacting with. The facial verification technologies we use undergo an extensive review process that promotes fairness and incorporates privacy principles into the product design.

Proactive monitoring to address service issues in real time. For example, if our algorithms detect an unusually high number of delayed deliveries in a certain area or if a trip takes unusually long compared to our estimates, we may automatically trigger communications to riders, customers and/or merchants, explaining the delay and offering assistance. By using algorithms to detect these types of issues, and pairing automation with human support, we are able to manage millions of daily interactions without losing sight of individual experience.

Safety Spotlight: S-RAD

What is S-RAD?

For the past several years, we have used data to inform our trip matching algorithm in an attempt to make better matches between drivers and riders. This technology is internally called Safety Risk Assessed Dispatch, or S-RAD. Here's an example of how this technology works: if a brand-new rider requests a late-night trip in an area known for nightlife, our matching algorithm may prioritize more experienced drivers with a strong record of late-night trips and positive rider feedback.

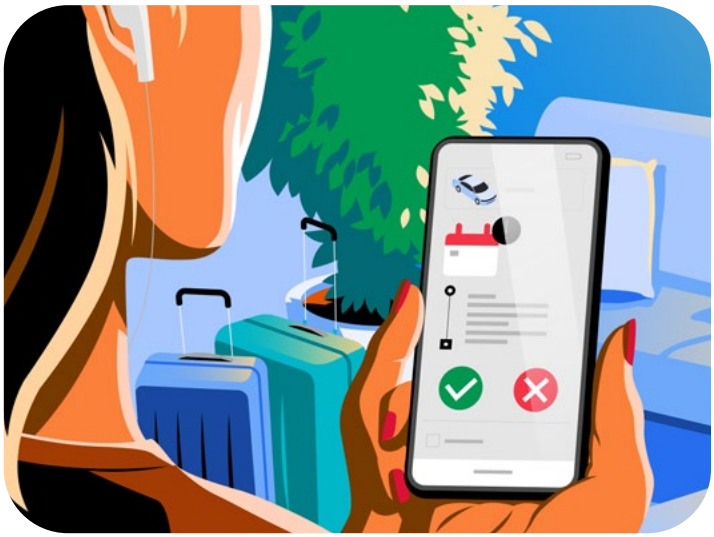
While S-RAD (and indeed anyone) cannot predict crimes before they happen, we've found prioritizing better matches can help avoid interpersonal conflicts. In fact, this technology has helped to reduce sexual assault and misconduct report rate by 10% since it launched, part of the overall drop of 44% from 2017-2022.

While S-RAD is an important tool in our toolkit, it's not a silver bullet. It can only go so far because the overall rate of serious incidents is so low (1 in 5,000,000 for the most serious) and human behavior is inherently unpredictable.

S-RAD does not flag "high risk" drivers but rather works to improve the trip pairing to reduce the chances of interpersonal conflict between the driver and rider. S-RAD evaluates trip pairings at a detailed level, because these are extraordinarily rare incidents that we are trying to make even rarer.

Unilaterally blocking certain types of trips that the technology may consider more risky, like all requests from bars late at night, would leave many people stranded on the street, encouraging them to drive drunk or walk home unsafely. Instead, we seek to prioritize better matches to reduce overall risk.

Driver & Courier Deactivation Transparency



When issues arise—such as reports of unsafe behavior, fraudulent activity, or other violations of our terms—drivers and couriers can temporarily lose access to accounts or face permanent account deactivation. We recognize that deactivation can have an impact on an individual's ability to earn money and it's not a decision we take lightly. Our approach centers on clarity, fairness, and the opportunity to appeal.

Uber continuously monitors the platform. We monitor the platform for behaviors that suggest suspicious activity—such as repeated voucher abuse, stolen accounts or unauthorized account takeovers, or the creation of fake accounts. These signals are flagged with behavioral anomaly detection models, and depending on severity, may result in additional verification requests, temporary account holds, or deactivations.

Uber explains deactivations and next steps. Uber provides in-app or email notifications that explain to drivers and couriers the reason for their deactivation decision and the steps they can take next. This often includes the option of immediately appealing their deactivation through an in-app process. Drivers and couriers are also able to resolve many issues on their own, like updating their licensing or insurance information or completing other steps directly and quickly.

Importantly, humans are in the loop. Uber's deactivation processes include meaningful human involvement at every stage—from design to active oversight to manual assessment of every deactivation review request. Deactivation processes are established and managed by dedicated teams who regularly monitor systems to ensure they are operating properly. When a driver or courier requests a review of a deactivation through the in-app Review Center, a support specialist will closely examine the review request along with any further information submitted, including media, before making a final determination.

We work to improve our deactivation processes. In collaboration with driver associations, unions and independent experts, we continually explore ways to make our deactivation policies even more transparent and predictable. This includes efforts to publish more detailed guidelines about what may trigger a deactivation, what evidence is reviewed, and how decisions are made. Our goal is to ensure that drivers and couriers not only have visibility into the process, but a genuine voice in shaping it.

We know that transparency is not a one-time promise but a continuous commitment. As our systems evolve, so must our efforts to explain them clearly, invite feedback, and ensure that technology serves people—not the other way around.

Responsible approach to AI: Governance and Privacy

Governance

Uber's approach to AI governance is grounded in structure, accountability, and continuous improvement, with a strong emphasis on transparency, fairness, and human oversight throughout the lifecycle of high-impact systems. We operationalize these principles through a combination of formal governance processes and cross-functional collaboration.

Senior leadership groups spanning Tech, Legal, and Compliance teams–including the AI Law and Ethics Council–set the high-level direction, policies, and principles that guide Uber's governance approach, such as responsibilities for "high risk" systems.

Uber's AI governance teams help translate these principles into practice by supporting model oversight. This includes maintaining inventories of high risk models, ensuring that model documentation including model cards are created and maintained, and coordinating model impact assessments. They also monitor global regulatory trends and update internal processes accordingly.

Expert teams across Uber contribute to governance in specific areas. For example, Uber's Marketplace Fairness Team evaluates fairness considerations as part of Uber's assessment process while privacy and security specialists help ensure that appropriate safeguards are in place before deployment. Uber's AI ARK, an internal center of excellence for engineering, supports consistency in how models are categorized, deployed, and maintained–for instance, ensuring critical models affecting safety or earnings are subject to stricter monitoring and review.

This layered governance structure enables Uber to support innovation while embedding accountability and adaptability into our use of AI. This technology is constantly evolving, and we know our governance approach will have to evolve with them. What works today may not work forever and we're constantly iterating on ways to improve the process through the lens of transparency, fairness, and human oversight.

Privacy, Security, and Data Protection

Privacy is critical to earning and maintaining customers' trust. Uber has implemented an industry-leading privacy program designed to protect users' data and empower them with control and transparency, including as relates to use of data for AI systems.

The program is driven by a cross-functional team of privacy and cybersecurity experts who work to embed privacy across our operations and implement appropriate data governance policies.

Through its privacy-by-design framework, we integrate privacy reviews into product development to identify and mitigate risks before launch. This framework guided our development of key algorithms and AI systems, including those relating to safety and fraud detection and prevention.

We have stringent controls on data collection, retention, and deletion, as well as clear communication explanations of our data practices. For example, our privacy notices provide clear and comprehensive descriptions of our use of data, including within key automated processes like matching pricing, and safety/fraud.

Our cybersecurity risk-management program is anchored in the ISO 27001/2 framework. The key features of this program include annual independent audits and certifications, regular vulnerability assessments and internal audits, a robust cyber incident management process that includes proactive monitoring, investigation, and remediation, and a third-party risk management process that impose strict requirements and limitations on Uber's suppliers.

Finally, Uber's Public Safety Response team handles law enforcement data requests through a secure portal, ensuring legal compliance and protecting user privacy by limiting disclosures to legitimate, process-backed cases.

Conclusion

Transparency in AI is not just about publishing a report. We believe that every algorithm that affects people's lives should be understandable, fair, and accountable. This report represents one part of our broader effort to meet that standard in the United States.

As technology, regulation, and public expectations evolve, so too will our systems and governance practices. We welcome engagement from policymakers, researchers, and the communities we serve—because building trustworthy AI is not just about avoiding harm, but about earning and maintaining trust.

For comments, questions, or collaboration, please reach us at: press@uber.com