

How we use your information

Uber puts transportation, food delivery, and other services at your fingertips. Understanding what data we collect and how we use it should be just as easy.

Our [Privacy Notices](#) explains in detail what data we collect and how we use it to provide you with a safe and reliable user experience.

We've summarized this information in the charts below for each category of Uber users, specifically Riders and Order Recipients, and Drivers and Delivery People.

These charts also indicate the legal bases that Uber relies on for each use of data under privacy laws such as the European Union's General Data Protection Regulation.

HOW WE USE RIDER/ORDER RECIPIENT DATA		THE DATA WE USE											
		Account info	Communications data	Data from Other Sources	Demographic data	Device data	Identity verification info	In-vehicle recordings	Location data	Trip/Order	Usage data	User content	
To provide our services. Uber uses data to provide, personalize, maintain, and improve our services.	Create and update accounts (CN)	✓		✓			✓						
	Enable services and features (CN) (LI)	✓		✓	✓							✓	
	Calculate rider/recipient prices (CN)							✓	✓				
	Process and enable payments (CN)	✓		✓	✓				✓				
	Personalize user accounts (CN)	✓			✓			✓	✓	✓			
	Provide trip/delivery updates, and receipts (CN)	✓							✓				
	Inform users of changes to terms, services, or policies (CN)	✓							✓				
	Perform necessary operations to maintain Uber's services (CN)	✓			✓					✓			
For safety and security. Uber uses personal data to help maintain the safety and security of it's services and users.	Verify users' account, identity or compliance with safety requirements (LI)	✓		✓	✓	✓	✓					✓	
	Prevent, detect and combat fraud (LI)	✓	✓	✓	✓	✓	✓		✓	✓	✓		
	Predict and help to avoid pairings at risk of conflict (LI)	✓							✓	✓	✓	✓	
	Provide live support from safety experts during trips (LI)	✓			✓				✓	✓		✓	
	Enforce T&Cs, Community Guidelines, and any other policies (CN)	✓	✓	✓		✓	✓	✓	✓	✓	✓		
For marketing & advertising	Personalize marketing communications and ads for Uber and other companies (LI)	✓		✓	✓	✓			✓	✓	✓		
	Display targeted ads based on current trip/delivery (C)	✓		✓	✓	✓			✓	✓	✓		
	Measure the effectiveness of marketing and ads, and optimizing campaigns (LI)	✓			✓						✓		
To enable communications between users.	Enable communications between users (CN)	✓				✓					✓		
For customer support.	Investigate and address concerns (CN)	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
	Monitor and improve support (LI)		✓										✓
	Identify participants in research studies for customer support issues (CN)		✓		✓				✓	✓			✓
For research and development.	Develop and improve services/features (LI)	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
For non-marketing communications.	Inform users of political processes (LI) (C)	✓							✓				
For legal proceedings and requirements.	Investigate or address claims/disputes (LI)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Satisfy legal requirements (LO)	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓

Scope

✓ Does not apply to EEA/UK and Switzerland

EU GDPR Legal Basis:

Consent (C)
Contractual Necessity (CN)
Legitimate Interest (LI)
Legal Obligation (LO)

HOW WE USE DRIVER/DELIVERY PERSON DATA		THE DATA WE USE										
		Account info	Background check info	Communications data	Data from other sources	Demographic data	Device data	Identity verification info	Location data	Trip/Delivery info	Usage data	User content
To provide our services. Uber uses data to provide, personalize, maintain, and improve our services.	Create and update accounts (CN)	✓				✓			✓			
	Enable services and features (CN) (LI)	✓			✓	✓	✓		✓	✓	✓	
	Calculate prices and fares (CN)								✓	✓		
	Process payments and enable payment and e-money products (CN)	✓			✓	✓				✓		
	Personalize user accounts (CN)	✓					✓		✓	✓	✓	
	Generate receipts (CN)	✓								✓		
	Inform users of changes to terms, services or policies (CN)	✓								✓		
	Facilitate insurance, vehicle, invoicing or financing (CN)	✓					✓			✓	✓	
	Perform our internal operations (CN)	✓					✓				✓	
For safety, security, and fraud prevention and detection. We use your data to help maintain the safety and security of our services and users.	Verifying your account, identity or compliance with Uber's Terms, safety requirements and community guidelines (LI)	✓	✓		✓			✓				✓
	Prevent, detect and combat fraud (LI)	✓	✓	✓	✓		✓	✓	✓	✓	✓	
	Predict to avoid pairings with potential of conflict (LI)	✓								✓	✓	✓
	Identify potentially unsafe drivers and driving (LI)						✓			✓	✓	✓
	Provide live support from safety experts during trips/deliveries (LI)	✓							✓	✓		✓
For marketing and advertising.	Personalize marketing communications and ads for Uber and other companies (LI) (C)	✓			✓	✓	✓		✓	✓	✓	
	Measure the effectiveness of marketing communications and ads (LI)	✓					✓				✓	
To enable communications between users.	Enable communications between users (CN)	✓					✓			✓	✓	
For customer support.	Investigate and address concerns, monitor and improve responses and processes, and identify participants in research studies (CN)	✓		✓	✓		✓	✓	✓	✓	✓	✓
For research and development.	Develop and improve services/features (LI)	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
For non-marketing communications.	Inform users of political processes (LI) (C)	✓							✓	✓		
For legal proceedings and requirement.	Investigate and address claims/disputes (LI)	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
	Satisfy legal requirements (LO)	✓		✓		✓	✓	✓	✓	✓	✓	✓

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Data Categories

For your reference, this table provides examples of the types of data collected under each data category.

Data Collected	Data Category	Examples
Provided by Users	Account information	Includes address, email, first and last name, login name & password, phone number, payment method (including related payment verification information), profile picture, government-issued ID numbers, tax information, medical examiner's certificates, vehicle information, settings (including accessibility settings) and preferences, and Uber partner loyalty program information.
	Background check information (<i>drivers and delivery people only</i>)	Includes information submitted during the driver/delivery person application process, such as driver history or criminal record (where permitted by law), license status, known aliases, current and prior addresses, and right to work.
	Demographic data	Includes date of birth and/or age to verify your eligibility to use age-restricted products or services (such as Uber for teens , or if you purchase alcohol, tobacco or cannabis products), and gender to enable certain services or programs (such as Women Rider Preferences , marketing and ads), through voluntary surveys or from other data collected from users.
	Identity verification info	Includes government issued identification documents, such as driver's licenses or passports (which may contain identification photos and numbers, expiration date, date of birth, and gender), and user-submitted selfies.
	User content	Includes chat logs and call recordings, ratings or feedback, users created Lists or reviews of restaurants or merchants, uploaded photos and recordings, including in-app audio recordings , survey responses.
When Users Use Uber's Services	Location data	Includes approximate or precise location data.
	In-vehicle recordings	Visual and/or audio recordings
	Trip/Order info (<i>riders and order recipients only</i>)	Includes payment information (including amount charged and payment method), proof of delivery (including photo or signature), special instructions, allergies or food preferences, statistics derived from past trip / order information (such as averages, cancellation rates, total trips / orders), trip or order details (including, date & time, requested pick-up and drop off addresses, distance traveled, restaurant or merchants name and location, items ordered).
	Trip/Delivery info (<i>drivers and delivery people only</i>)	Includes details collected about the ride or delivery, such as earnings, statistics derived from past ride/delivery information (including averages, cancellation rates, acceptance rates, and total rides/deliveries and miles traveled) and ride or delivery details (including date and time, requested pickup and drop-off addresses, distance traveled, restaurant or merchant name and location, and items delivered).
	Usage data	Includes app crashes and other system activity, access dates & times, app features, Uber search history, or pages viewed, and browser type, data regarding your interactions with marketing and advertising campaigns
	Device data	Includes advertising identifiers, device motion data, device IP address or other unique device identifiers, hardware models, mobile network data, operating systems and versions, and preferred languages.
	Communications data	Includes communication type (phone or text message), content (including recordings of phone calls solely when users are notified of the recording in advance), and date and time.
Data from Other Sources	Identity verification info	Includes biometric data that allows identification based on physical or biological characteristics.
	Data from other sources	Includes from or in connection with: • Law enforcement officials, public health officials, and other government authorities • Marketing partners and service providers • Service providers who help verify identity or detect fraud • Uber account owners * Insurance or vehicle solutions providers * Transportation companies • Uber business partners (account creation and access, and APIs) • Uber business partners (debit or credit cards) • Users or others providing information in connection with customer support issues, claims or disputes • Users participating in Uber's referral programs