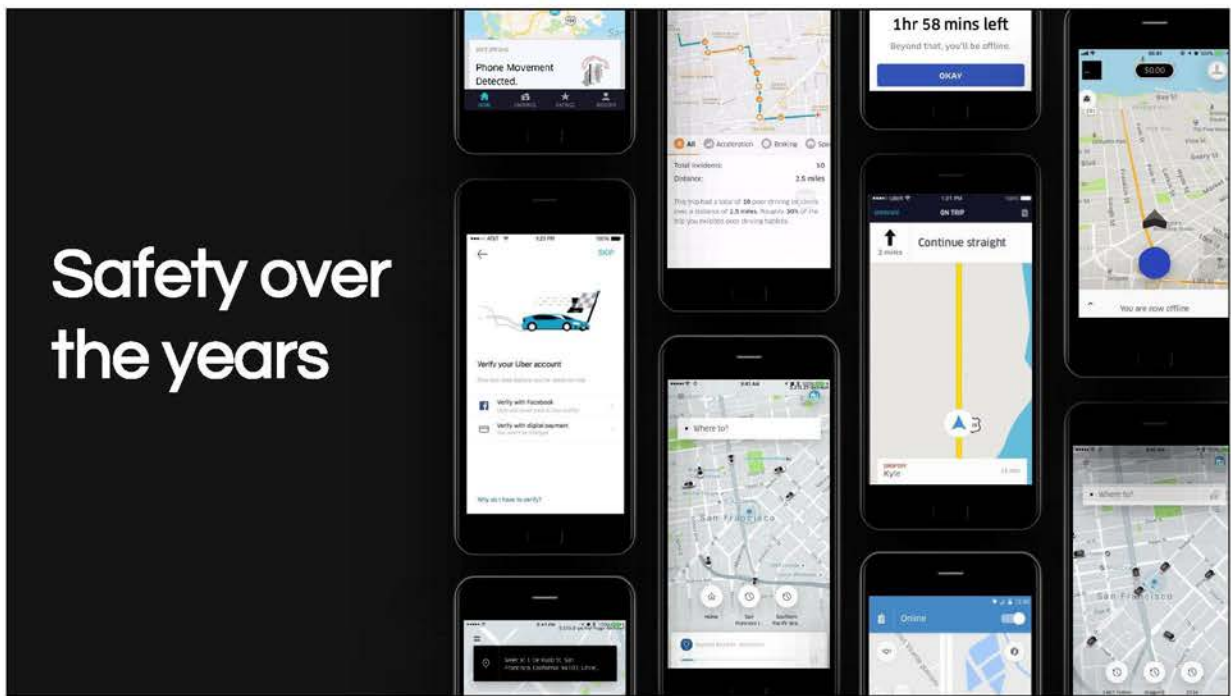


Safety over the years



NGRV NIGH GOLDENBERG RASO & VAUGHN

Graphics 8

Trial Exhibit No.  
**03844**

# Key Safety Actions



And we've taken concrete steps to improve the safety of Uber's platform

Tripled safety team + overhauled safety support, agent training

Ended mandatory arbitration and use of NDA's for sexual harassment and sexual assault (Lyft, Google, FB).

More new safety features in the past 2 yrs than previous 8.

Developed/opensourced classification system for reports of sexual violence + released U.S. Safety Report

Key focus: how do we improve the safety of our platform for women—data tells us women experience travel differently than men, and we know from our own experience that concerns about safety can sometimes deter women from choosing rideshare as an option

So in producing US Safety Report, we worked with women's safety orgs: met 200+ organizations, (e.g., RAINN, NSVRC, etc) - learn and leverage experience.

<p>2017-2018</p> <h1>US Safety Report</h1>	<ul style="list-style-type: none"> <li>● 3 million trips per day</li> <li>● 99.9% trips had no safety reports</li> <li>● Motor vehicle fatality rate ~ 50% of national rate</li> <li>● Nearly half of accused parties are riders</li> </ul>

Scale: 2.3B trips+ in 2017/18 (3M trips/day, 45 rides/sec)

Exceptionally rare: 99.9% trips = no safety-related report. 0.1% = mostly minor safety issues (eg harsh braking)

Effort illuminated where Uber's doing well: Uber rides experience half the national average of traffic fatalities, making Uber one of the safest ways between point A and B

And where we have more work to do: for example, when it comes to the safety of Drivers, nearly half of accused parties in SA reports = riders

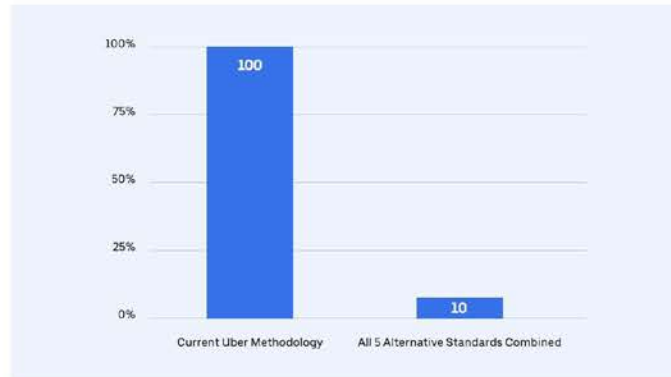
# Why Data Standards Matter

## Exercise 1: Sample of 100 Non-Consensual Sexual Penetration Incident Reports



## Exercise 1 (continued): Sample of 100 Non-Consensual Sexual Penetration Incident Reports

Fig. 23: All 5 alternative standards applied to sample set of 100 reports of Non-Consensual Sexual Penetration



Intentionally overinclusive - adopted broader definitions of sexual assault; not limited to statutory definitions; developed with expert advocates in the field of sexual violence prevention.

As a result, data reflects all reports of sexual violence, regardless of outcome.

Important bc of instead of focusing on corroboration, we put energy into understanding the conditions that led to such reports of sexual assault—allows us to better formulate practices, policies, responses and features to address and prevent sexual violence.

Also underscores the importance of how you report:

CHART: Analysis of applying standards that were not as inclusive (e.g., corroboration, LE involvement) - # of sexual assaults incidents significantly drops.

US Safety Report is first of its kind and not easy decision for us to make—reality is the companies don't talk about sexual violence; nobody does. And it's sometimes difficult to admit that sexual assault and sexual harassment is more widespread than we'd like to acknowledge.

But if you want to improve something = measure consistently, share data, collaborate

REACTION: Experts, advocates and media agree—an important step forward for corporate transparency

Also recognition that at our scale, Uber is a reflection of the society it serves. Sexual violence is not an Uber problem; many industries struggle with this.

So we've invested in creating tools other companies can use, like the NSVRC/Urban Taxonomy and the RALIANCE Business resource center— help other companies benefit from our experience without having to reinvent the wheel.

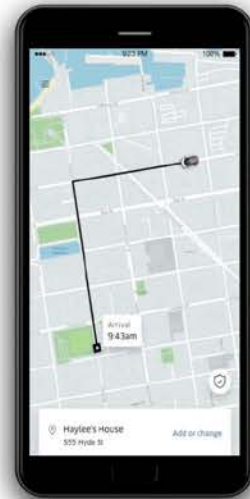
## Pioneering New Safety Technology



Ride Check



PIN Verification



911 Integration

And we've taken what we've learned from the data to better partner with cities to pioneer innovative tech on safety

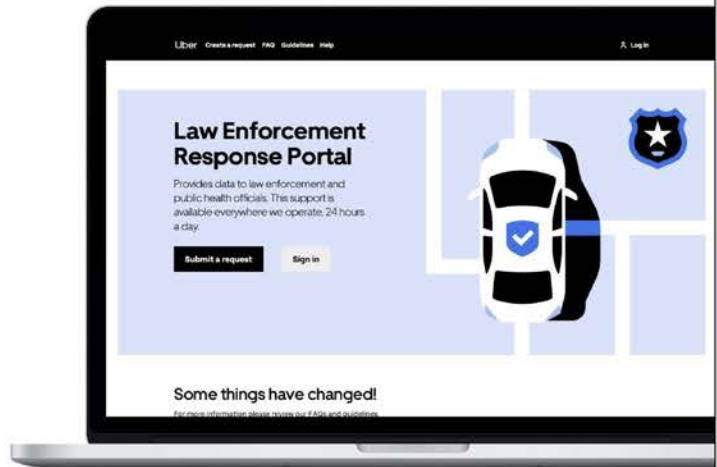
Ride Check: detects crashes or long stops - prompts check-in with rider/driver

PIN Verification: Rider gets unique 4-digit PIN code - extra verification, ensure right car

Emergency Button/911 Integration: 250+ cities button integrated with 911 systems - automatically sends location, car make/model + LP to 911 (cite WaPo Article)

This week expanding Text-to-911 feature - 25+ cities/states.

# Law Enforcement Response



End where I began: integral to our safety efforts is partnering with law enforcement

LE Response & Outreach Teams (former law enforcement) assist law enforcement w/ investigations - available 24-7. LE Portal available via office + in field.

Uber has come a long way - more work to do.

Deepen partnerships with State AGs for safer cities

Safety is a journey; it's not a destination -- requires ongoing dialogue + working together

“

*While we've made efforts to be safe, we've also made tradeoffs ... Not anymore. It's crucial for our business and it's important for our brand, and I truly believe that we can set the bar for safety in the ridesharing industry.”*

*- Dara Khosroshahi, Uber CEO (2017)*



# Safety Features

Uber

Centralizes **key safety information** and features in the app for riders.

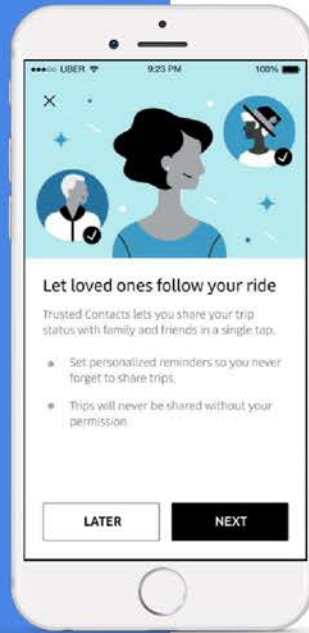
- ✓ Safety Tips
- ✓ Background Screening Info
- ✓ Insurance Protections
- ✓ Community Guidelines



# Safety Center



# Trusted Contacts



Designate up to **5 family members and friends** as trusted contacts.

Be **prompted to share** all trips or evening-only trips.

Loved ones can **track your trip** in real time

Connect with **911**  
through the app in an  
emergency

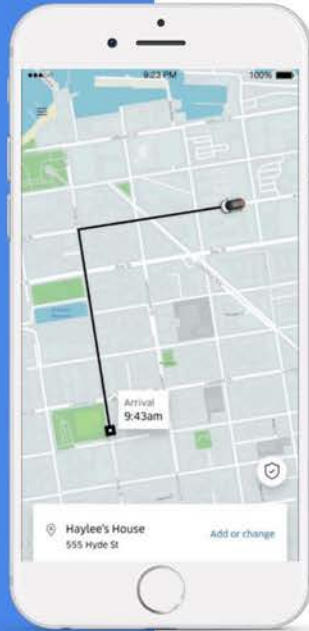
Receive **real time**  
**location** and **driver/car**  
**information** to share  
with 911 operator



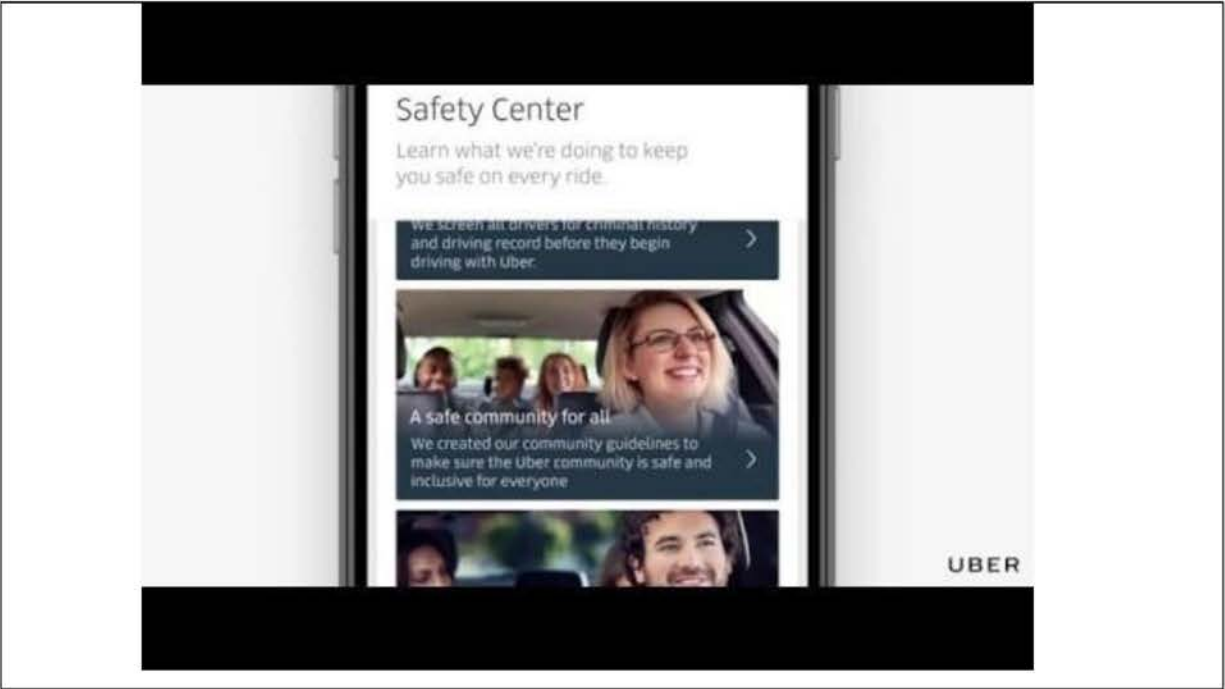
# Emergency Button



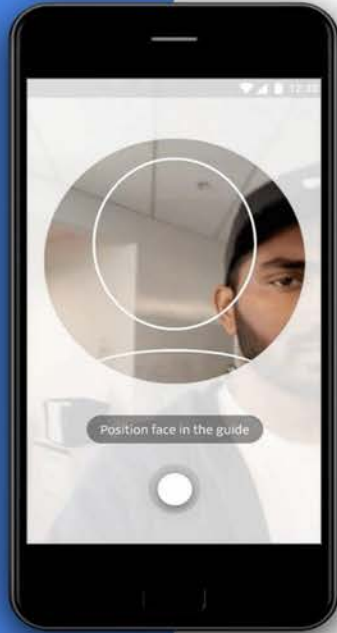
# 911 Integration



- Partnering with RapidSOS on 911 integration with cities all over the country.
- Location, car make/model and license plate number is automatically sent to 911 call taker.
- This is live in more than 250 cities across the U.S.



# Real Time ID Check



Prompts drivers to take a selfie to **verify identity** using facial recognition technology .

Protects drivers by **preventing fraud** and compromised accounts

Adds **layer of accountability** for riders to ensure right person is driving

Proactively contacts **riders** and **drivers** in the event of crash/trip irregularity.

Gives you **tools to get help quickly** - 911 button, critical safety line, request another Uber.

Our safety team can also **follow up by phone** to make sure everyone is safe.



# Ride Check

# Driver/Rider Education

## Rider safety tips

### Staying safe while riding with Uber



To keep riders safe, we've Uber driver partners and build our technology with safety in mind. But there are also things that you, as a rider, can do to ensure your safety. We worked with law enforcement to create this list of tips to help you stay safe while riding with Uber.

1. **Plan ahead.** Be in the car when you arrive.
2. **Request your ride.** Make sure you're in the right area.
3. **Get in the right car.** Make sure the driver's name and photo match the app.
4. **Be a backseat rider.** Sit in the back seat to avoid the driver's blind spot.
5. **Buckle up.** The car's seat belt is your best friend.
6. **Share your trip.** Let someone know where you are.

### What to do in an emergency



#### Respect each other

Uber is a place where riders and drivers do you, and you, need to be treated with respect. Always be a backseat rider because safety is the most important thing. Don't drink and drive. And by holding us after you get in - whether it's being your main driver or sharing up a second driver - you'll keep the car in good condition and ensure the next person has a pleasant ride, too. Most important of all, remember that when you use Uber, you will meet people who may have different or much different views from you. Please respect those differences.

- **Rider safety tips** - raise awareness especially around big events or holidays.
- **Driver safety tips** with videos regarding different situations they may encounter.
- **Driver sexual assault and misconduct training**
- Developed with feedback from riders, drivers and law enforcement.
- **Community Guidelines** - expected behavior and how riders/drivers can get banned from the app.

We have safety tips for riders that we push out during big events and holidays as well as through the app and social media.

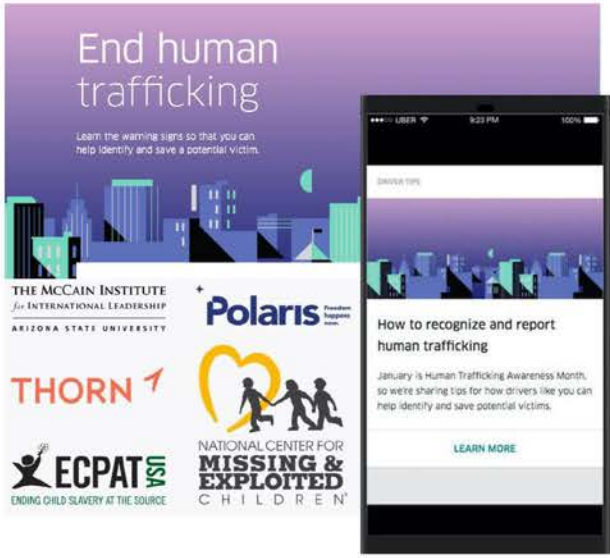
We also developed safety tips for drivers as well as videos that provide guidance on how to handle different situations they may encounter - emergency, car accident, difficult riders. They also remind drivers to keep drop-offs legal (watch out for bicycles and pedestrians) and follow local laws.

These tips were developed with feedback from riders, drivers and law enforcement.

We also have Community Guidelines which provide clear expectations on what behavior is expected by riders and drivers and what can lead to getting banned from the app.

We'd be more than happy to share those anytime.

## Human Trafficking - Driver Resources



- Sent educational information to all drivers in the US through the app and at driver support hubs.
- Provided drivers with the Polaris National Human Trafficking hotline.
- Partnered with AGs and other govt agencies to hold in-person and virtual education sessions.
- Partnered with Polaris, The McCain Institute, ECPAT-USA NCMEC to create resources.

We've had drivers tell us that they've had situations where they feel like something isn't right and might be a trafficking situation.

We've been partnering with the McCain Institute, ECPAT, and NCMEC for several years on awareness initiatives related to human trafficking and they have helped us create resources for our drivers to help them identify signs of trafficking and let them know what they should do.

In Jan we announced an additional partnership with Polaris and send educational information to all 750,000 drivers in the US which included providing them with the National Human Trafficking Hotline.

# Uber Survivor Resources Hotline



## Survivor-centered Support

- Free, confidential crisis support through a **dedicated Hotline** managed by RAINN staff



## Referrals & Expert Guidance

- Help navigating options related to short- and long-term support

## Support Fund

- Access to Uber-funded resources including trauma-informed counseling, temporary accommodation, transportation assistance, and airfare through a Support Fund



Last year, we announced we were partnering with RAINN to launch a dedicated Hotline and Support Fund in 2020 for Rides users that report critical incidents of sexual assault while using our platform.

# Industry Sharing Safety Program

Uber

lyft

Brittany to Welcome