SMART CITIES AND DATA POLITICS: A CITIZEN'S PERSPECTIVE FROM GENEVA

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III– WHY UBER MATTERS
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WHO WE ARE

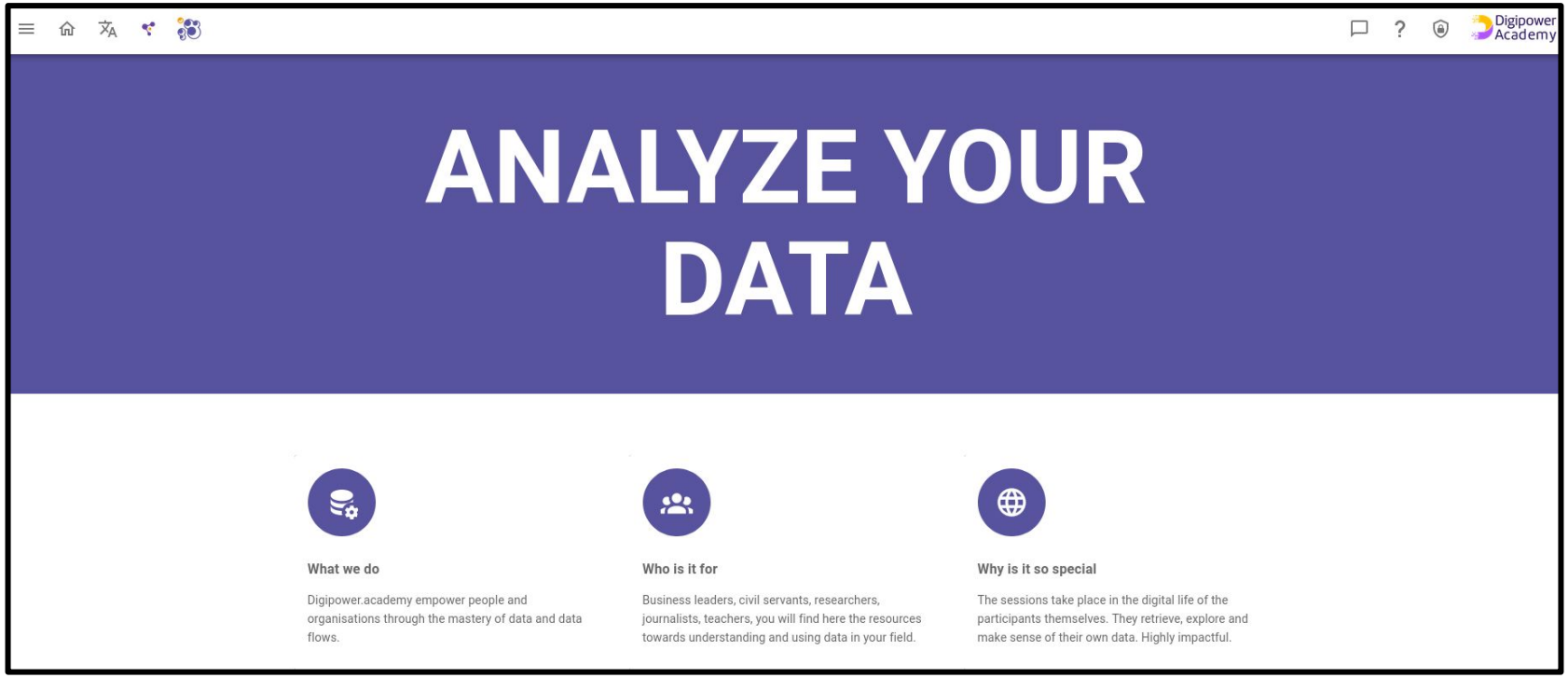
PersonalData.IO is a non-profit focused on

“ making individual data rights actionable and collectively useful”

Five volunteers, specialists in data, law, sociology, mathematics, digital mediation,...

Paul-Olivier Dehaye, member of PersonalData.IO, director of hestia.ai

WHAT WE KNOW



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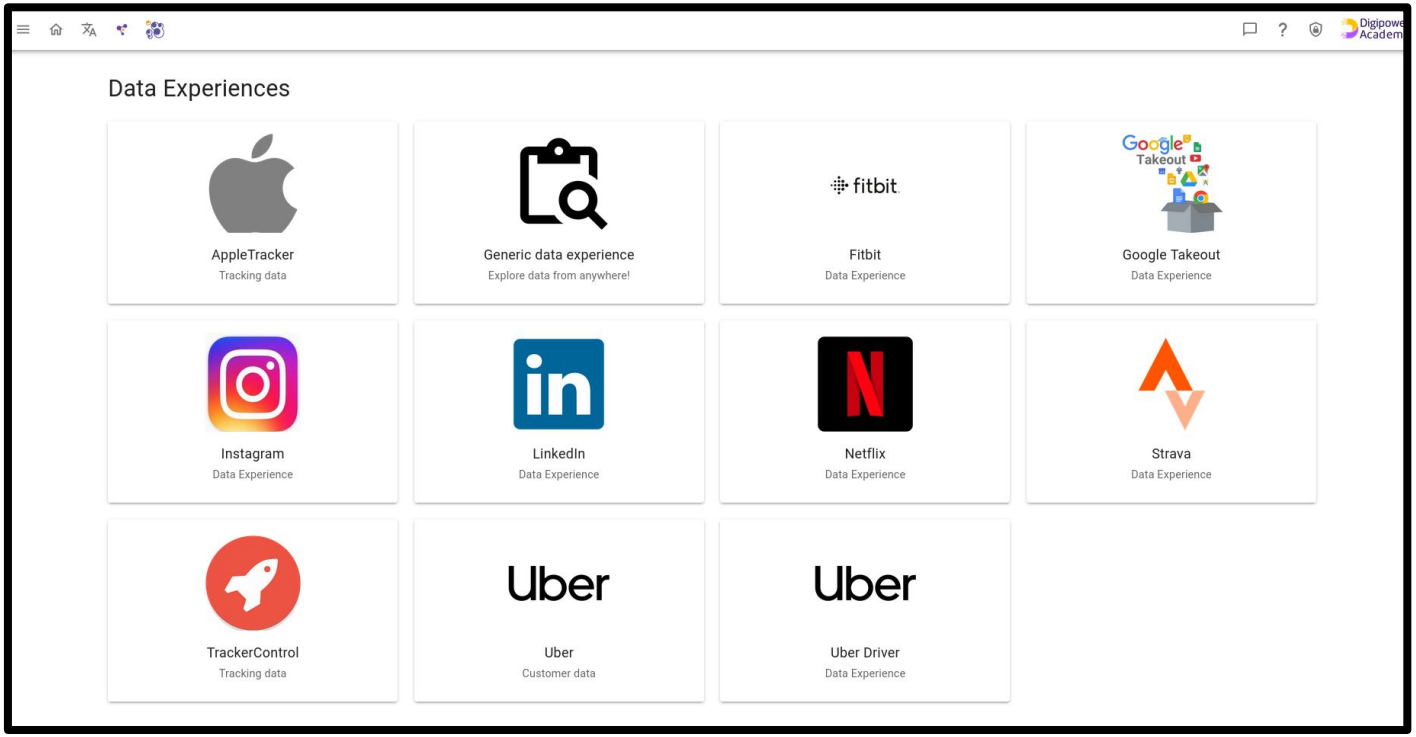
WHAT WE KNOW



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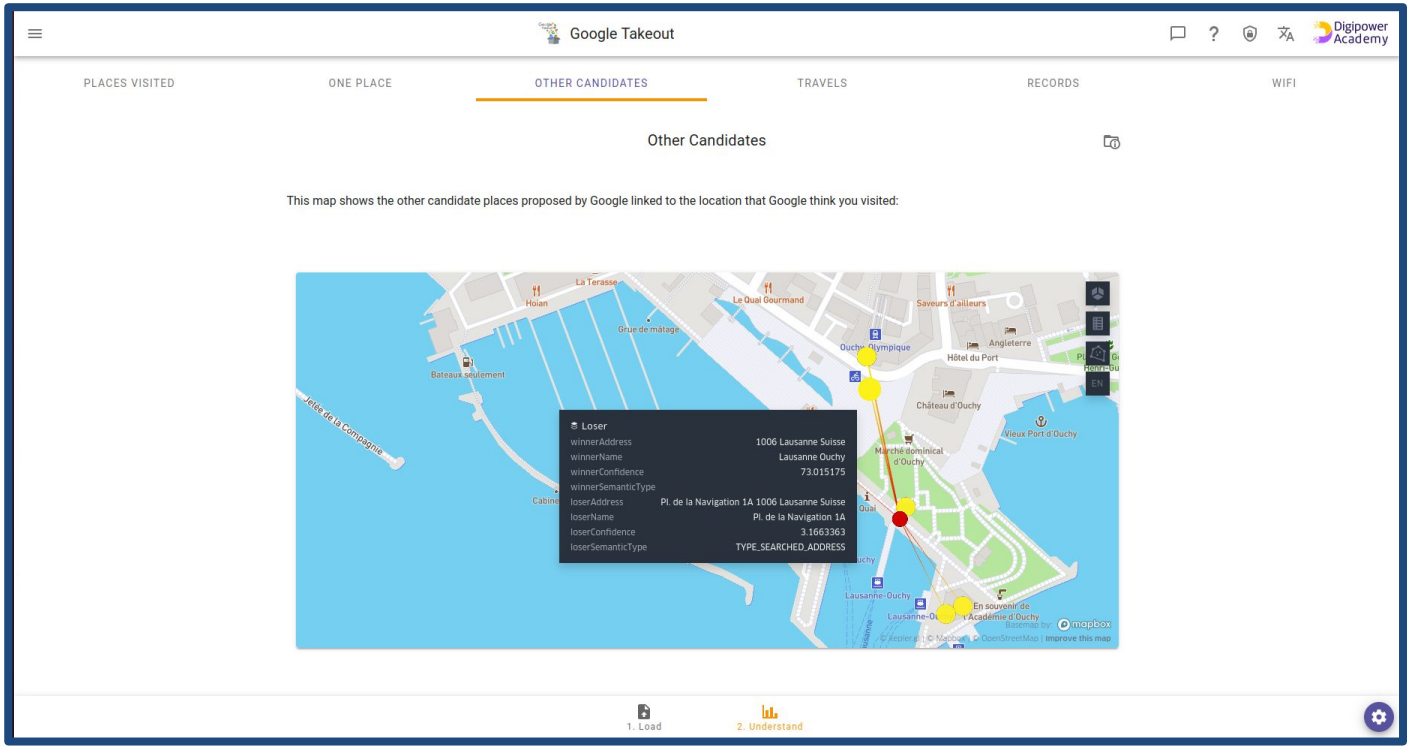
WHAT WE KNOW



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WHY UBER MATTERS

- We all share public space: privacy is important
- Not only concern: **control and power**
  → e.g. employment

Uber is an **example** of algorithmic control, with

- global issues: employment, pollution, etc
- (potentially) local solutions and opportunities

UBER & GENEVA

- Judgment from highest Swiss court:

“Uber drivers were employees”

⇒ car expenses, holiday & sick pay, overtime

- How do we quantify?
  Time pressure on drivers to accept a deal

WHAT WE DID

- Data protection addresses control and power
- Right of access gives you access to your personal data
- We interpreted data collected around work of the drivers as personal data

⇒ help drivers exercise their **right of access**

WHAT WE DID

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WHAT WE DID

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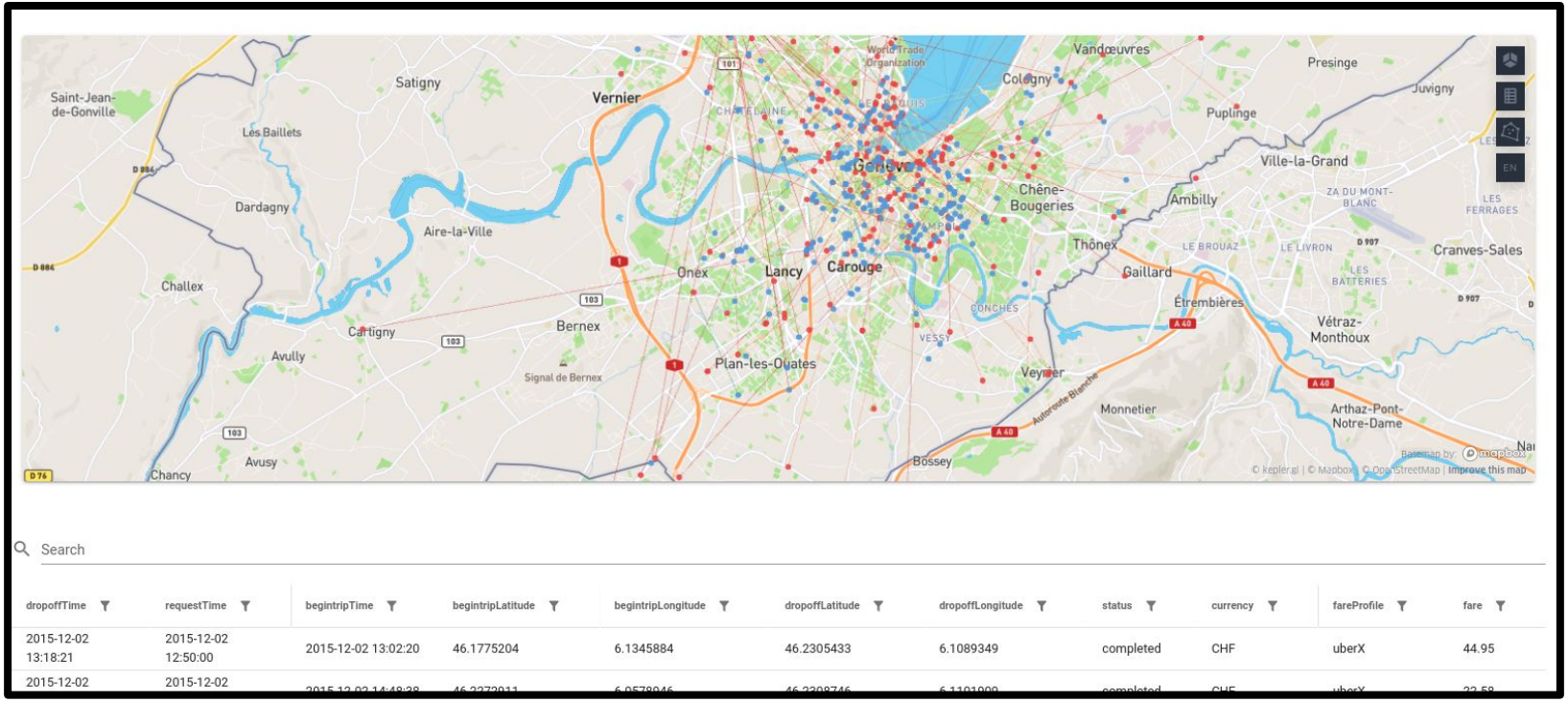
WHAT WE DID



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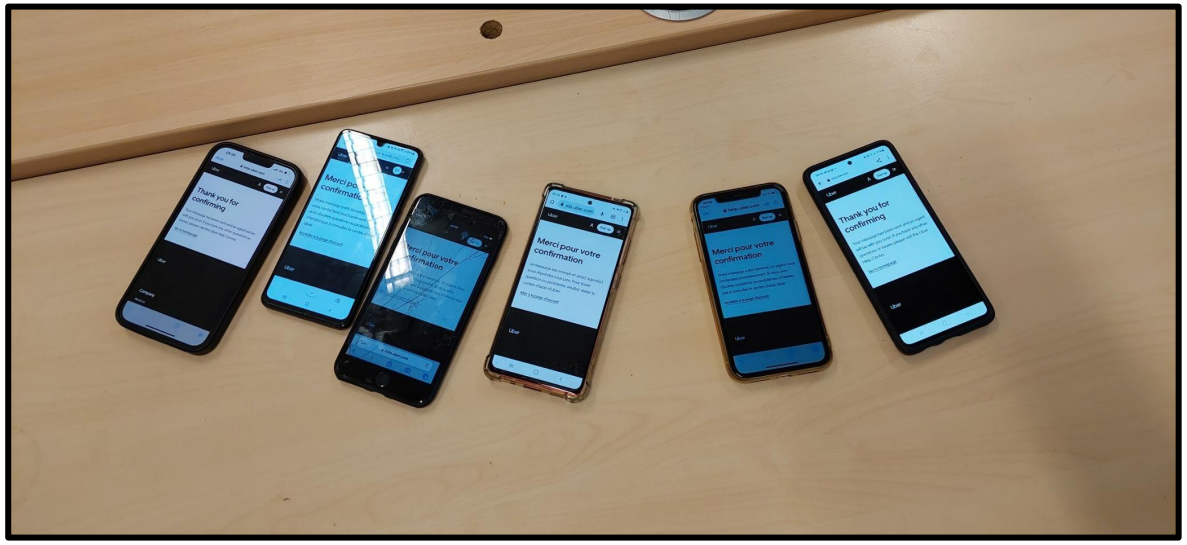
WHAT WE DID



- Very difficult to recover the data
- Many obstacles from Uber

⇒ 10M EUR NL fine

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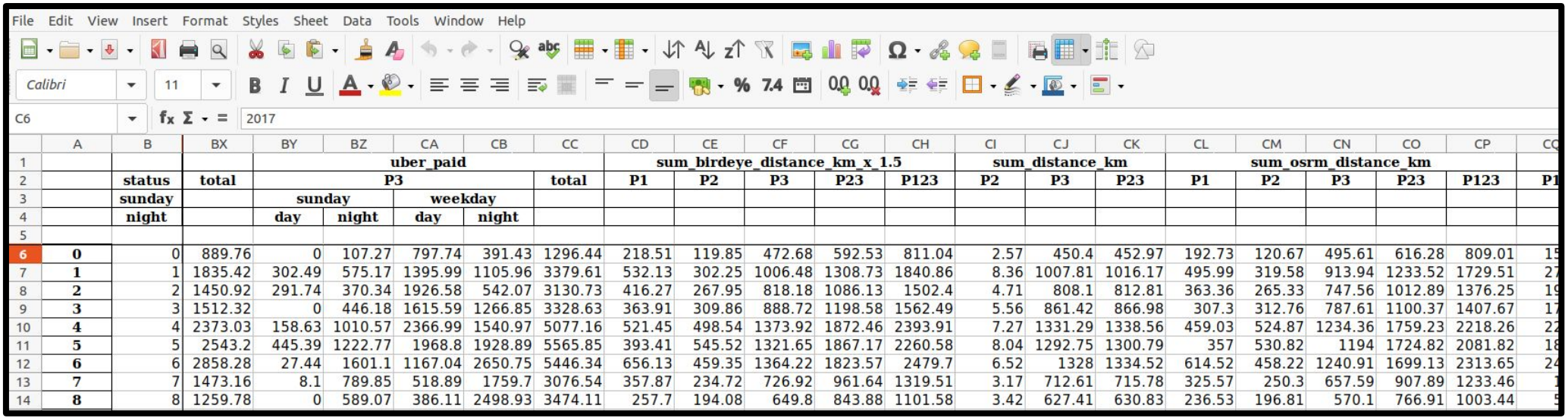
WHAT WE DID



	A	B	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ
1				uber_paid					sum_birdeye_distance_km_x_1.5					sum_distance_km			sum_osrm_distance_km					
2		status	total	P3				total	P1	P2	P3	P23	P123	P2	P3	P23	P1	P2	P3	P23	P123	P1
3		sunday		sunday		weekday																
4		night		day	night	day	night															
5																						
6	0	0	889.76	0	107.27	797.74	391.43	1296.44	218.51	119.85	472.68	592.53	811.04	2.57	450.4	452.97	192.73	120.67	495.61	616.28	809.01	15
7	1	1	1835.42	302.49	575.17	1395.99	1105.96	3379.61	532.13	302.25	1006.48	1308.73	1840.86	8.36	1007.81	1016.17	495.99	319.58	913.94	1233.52	1729.51	27
8	2	2	1450.92	291.74	370.34	1926.58	542.07	3130.73	416.27	267.95	818.18	1086.13	1502.4	4.71	808.1	812.81	363.36	265.33	747.56	1012.89	1376.25	19
9	3	3	1512.32	0	446.18	1615.59	1266.85	3328.63	363.91	309.86	888.72	1198.58	1562.49	5.56	861.42	866.98	307.3	312.76	787.61	1100.37	1407.67	17
10	4	4	2373.03	158.63	1010.57	2366.99	1540.97	5077.16	521.45	498.54	1373.92	1872.46	2393.91	7.27	1331.29	1338.56	459.03	524.87	1234.36	1759.23	2218.26	22
11	5	5	2543.2	445.39	1222.77	1968.8	1928.89	5565.85	393.41	545.52	1321.65	1867.17	2260.58	8.04	1292.75	1300.79	357	530.82	1194	1724.82	2081.82	18
12	6	6	2858.28	27.44	1601.1	1167.04	2650.75	5446.34	656.13	459.35	1364.22	1823.57	2479.7	6.52	1328	1334.52	614.52	458.22	1240.91	1699.13	2313.65	24
13	7	7	1473.16	8.1	789.85	518.89	1759.7	3076.54	357.87	234.72	726.92	961.64	1319.51	3.17	712.61	715.78	325.57	250.3	657.59	907.89	1233.46	1
14	8	8	1259.78	0	589.07	386.11	2498.93	3474.11	257.7	194.08	649.8	843.88	1101.58	3.42	627.41	630.83	236.53	196.81	570.1	766.91	1003.44	5

"Factory punch card 2.0"

⇒ huge discrepancies with Uber offers

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WHAT WE DID

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WHAT NOW?

- We were able to reverse engineer a lot of Uber's routing algorithm
- This should be replicated elsewhere
- This is merely an example of what could be done collectively around data
  - Consumer protection
  - Improve mobility
  - Artificial Intelligence (mobility is entry point)
- Transparency is key, also for some of upcoming plans

THANK YOU

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