Uber

Uber introduces new safety measures and products and ramps up driver identity verification processes to mitigate fraud in Egypt

- Safety preferences, on-trip audio recording, phone masking, and an in-app emergency button launched to further enhance the safety of the platform in Egypt.
- Added layer of fraud detection technologies introduced on top of existing criminal background check, negative drug test and vehicle worthiness report.

Cairo, Egypt – September 10, 2024 – Today, Uber announced actions taken to review and enhance its safety processes in Egypt. This includes the launch of new safety features and enhanced driver screening processes.

Uber introduced new safety features for riders and drivers including on-trip audio recording, an in-app safety feature built with privacy in mind and that allows drivers and riders to record encrypted audio during trips, and an in-app emergency button, directly connecting riders and drivers to the police in the event of an incident in addition to sending a safety notification to the Uber team.

On top of the existing caller anonymization safety feature, which allows riders and drivers to call each other while maintaining the privacy of their number while using Uber, Uber introduced phone masking to address safety concerns associated with a driver or rider sharing their number in chat. The feature deletes the phone number and warns users against the safety and privacy risks of sharing phone numbers on chat.

Giving riders across Egypt even more control over their on-trip experience, Uber also launched a new tool - safety preferences - giving riders the ability to choose what in-app safety features to use depending on when and where they are ordering a ride. This includes the ability to choose up to three safety features to automatically turn on based on time or location.

Carine Arif, Head of Communications, Uber MENA said: "The safety of everyone who uses our app is a top priority at Uber. While achieving the highest levels of safety across the entire transportation industry remains a challenge, we never stop working to reduce safety incidents, set new standards and ensure the safety of everyone who uses our app. The latest launches complement existing industry leading safety features such as caller anonymization, Share my Trip, pin verification and RideCheck."

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"Driver screening and onboarding is also a very important aspect for us at Uber. All drivers who sign up to Uber must submit their criminal records certificate, negative drug test and vehicle worthiness report. All drivers are also required to complete mandatory safety education modules addressing misconduct, including sexual harassment and abuse, as part of their onboarding process. This ensures that every driver is well-informed about the importance of maintaining a safe environment for all users. However, some drivers try to sign up to the app using fraudulent documents and advanced fraud techniques including AI after being deactivated by Uber. This is an issue across the entire ride-hailing industry and while we will continue to do everything in our power to stay ahead of fraudulent behavior, this is beyond Uber and requires collective efforts between policymakers, industry players, and subject matter experts." added Carine Arif.

To tackle this issue and prevent fake account creation, Uber introduced new screening processes including industry leading technology launched for the first time by Uber in the Middle East to validate a driver's documents and visual identity before they are able to create an account. In addition, to an extra layer of training for specialized agents who process and review these documents. The company has also introduced an additional layer of monthly randomized drug testing for stricter screening of partner drivers in Egypt, in addition to the drug testing already required from all drivers when they start driving on Uber.

Carine Arif said: "Improving safety in the ride-hailing industry is a continuous process and one that requires active collaboration between policymakers, industry players, and subject matter experts to set legislative frameworks and industry-wide standards. We continue to do everything we can to enhance the safety of our platform in Egypt and look forward to working with the rest of the industry to elevate the standards of ride-hailing in the country."

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About Uber
Uber's mission is to create opportunity through movement. We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? Billions of trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities.

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