

# CODE OF ETHICS

**UBER**

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# AGENDA

## **1. Introduction**

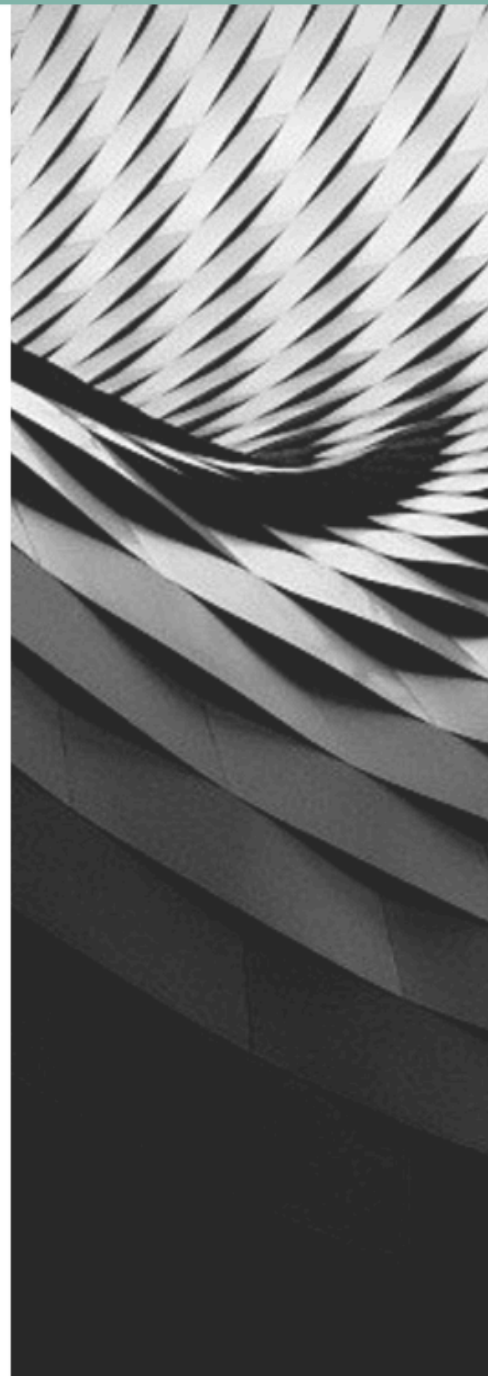
- 1.1 Company
- 1.2 Products and services
- 1.3 Statement of Ethics Situational Assessment

## **2. Code of Ethics and Methodology for developing the code**

## **3. Ethics Behavior Documented/Observed**

- 3.1 Competitive Intelligence
- 3.2 Decision Making Process
- 3.3 Corp. Social Responsibility
- 3.4 Sales and Marketing (Advertising and Social Media)
- 3.5 Customer Service
- 3.6 Legal and Market Standards Compliance
- 3.7 Environmental Impact/Greenwashing

## **4. Suggestions for the company**



# UBER

- LAUNCHED IN SAN FRANCISCO, CALIFORNIA IN 2010
  - PROPOSAL TO PROVIDE MORE LUXURY
- OPERATES IN 633 CITIES IN 77 COUNTRIES
  - VALUES AROUND US\$ 70 BILLION

## TRANSPORTATION

Technology  
platform

## GOAL

Connecting drivers  
and riders

## SAFETY

Less expensive and  
safer than taxi

### **Uber's values and ethics:**

respect each other, give riders and drivers some personal space, safety first, feedback makes us all better, ensuring a respectful, safe environment for all drivers and riders and against discrimination

**“Uber has a zero tolerance policy towards discrimination of any kind”**

### **Uber's scandals:**

gender discrimination and sexual harassment at the workplace, an intellectual property theft lawsuit, sexual harassment by drivers, criminal probe over use of a software called Greyball, and an embarrassing video of its CEO arguing with a cab driver over falling fares

# **STATEMENT OF ETHICS SITUATIONAL ASSESSMENT**

# CODE OF ETHICS

“ Our code of ethics was made out the values that we have in life and think is important to make a nice and good environment to work, for employees and for the business too.

We also took in consideration the code of ethics of other big companies, that we think would be great for Uber to use it for now on, to make the organization better and improve what is wrong.

”



An abstract graphic on the left side of the slide. It features a white rounded rectangle on the left containing a grid of squares in shades of green and blue. To its right is a large white circle containing a dark blue square with a white dot in the center. The background is black with a teal pattern of overlapping circles at the bottom.

# Code of ethics

**Workplace:** legal, moral, professional, honest

**Marketplace:** passengers safety, privacy, fair competition

**Supply Chain:** safe and hygienic working conditions, acceptable pay and working hours, nondiscriminatory treatment, environmental awareness, no corruption, freedom of employment



# Code of ethics

**Community:** customers come first, respect, commitment, safety

**Public Policy:** the Uber platform, eligibility, charges, payment, Uber communications, your data, restricted activities, intellectual property,



# Ethics Behavior Documented/Observed

## Competitive Intelligence


- Competitive intelligence team to study its rivals
- Accusation of booking thousands of Lyft rides to cut into its profits and services
- Calculated theft of Google's technology for the self-driving car
- "Hell": secret program to spy on its rivals



- The company had a poor decision making to solve all the problems
- The organization should've take decisions that conform to the values that they have
- Uber went to the opposite way confronting what they call values

# **ETHICS BEHAVIOR DOCUMENTED/OBSERVED**

**DECISION MAKING PROCESS**

An illustration of a car interior with three passengers. The driver is on the left, and two passengers are on the right. The car is blue and shown from a side profile. The background is a light gray gradient.

# **ETHICS BEHAVIOR DOCUMENTED / OBSERVED**

## **CORP. SOCIAL RESPONSIBILITY**

- They could provide incentives to drivers who have hybrid or electric cars and offer riders an incentive to use UberPool, to encourage more environmentally friendly transportation options
- Support the society, start a program that allows reduced fares for seniors or disabled who may be on a fixed income

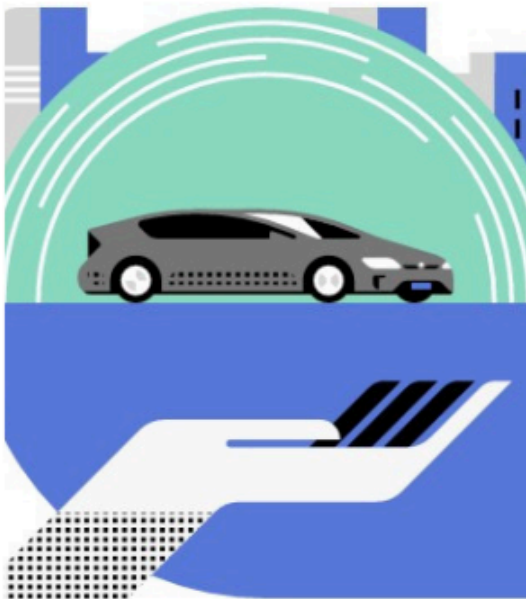
# ETHICS BEHAVIOR DOCUMENTED/OBSERVED

## Sales and Marketing

- Troubles affecting their image brand although the business is being successful around the world
- Pay US\$20m to settle allegations that the company duped people into driving with false promises about earnings
- #DeleteUber campaign went viral
- A total of roughly 500,000 users reportedly deleted accounts after the scandal erupted

# ETHICS BEHAVIOR DOCUMENTED/OBSERVED

## Customer Service




- It is available a lot of ways for the clients to contact the company
- The same device you use to ask a ride, you can use to ask questions
- One of the most dedicated to it among companies
- Panic button available

The background of the slide features the Uber logo (a stylized 'U' in a square) and the word 'UBER' in a light grey font. To the right, there is a blurred yellow and black hazard symbol. The main title is in large, bold, white capital letters.

# ETHICS BEHAVIOR DOCUMENTED/OBSERVED

## Legal and Market Standards Compliance

- Uber operates on a business model that is "predicated on lawbreaking"
  - "Uber's most distinctive capabilities focused on defending its illegality"
  - Uber had been using for years a tool called Greyball to systematically deceive law enforcement in cities where the company violated local laws
- 
- A solid teal horizontal bar is located at the bottom center of the slide.

# ETHICS BEHAVIOR DOCUMENTED/OBSERVED

## Environmental Impact/Greenwashing

- uberGREEN that offered rides in 100% electric cars
- For every fare split trip in United States (again for a certain period of time) they donated \$1 to the earth day network
- Uber should've care more about the environment and make projects that last longer and are more efficient





# SUGGESTIONS



U B E R

- Create more environmental projects
- Show that the company is against racism with big campaigns
- Create campaigns to make people
- Share the changes (new CEO stepping out of the company for example) in social media
- Have a strong and trustful spokesperson to show that Uber is against sexual harassment and sexism
- Make an internal campaign for its employees to make them part of the changes that the company is facing



**THANK YOU!**

**ANY QUESTIONS?**