- Company and Issue
    - Uber
    - Issue
        - Privacy
            - Personal info
        - Location
        - Valuing diversity
            - Hidden algo
            - pool
- Source as evidence
    - https://www.buzzfeed.com/johanabhuiyan/uber-is-investigating-its-top-new-york-executive-for-privacy?utm_term=.ponRVp3aE#.xxqEyLgX2
    - http://www.ridesharingdriver.com/whats-uberpool-shared-ride-cheaper-than-other-uber-services/
    - https://www.theverge.com/2016/11/30/13763714/uber-location-data-tracking-app-privacy-ios-android
- Initial considerations for ethical reasoning ("stakeholders", duties/obligations, consequences)
    - Privacy
        - Customer
- Arguments
    - Anonymous access
    - Compulsory location sharing
    - Hidden algo, Bigdata,
- Conclusion
    - Should, but with more consideration
- Ideas to redress
    - Add share location while using
    - More clear algo

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