* 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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