

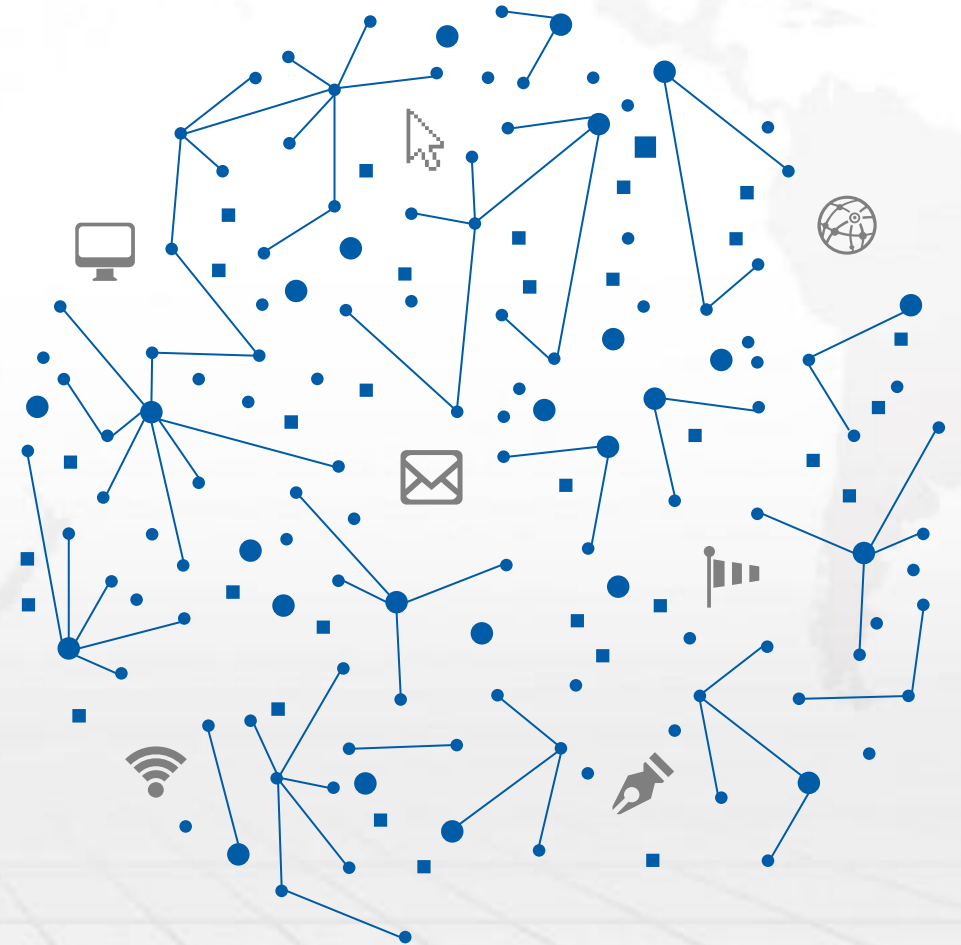


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# Uber Hacks

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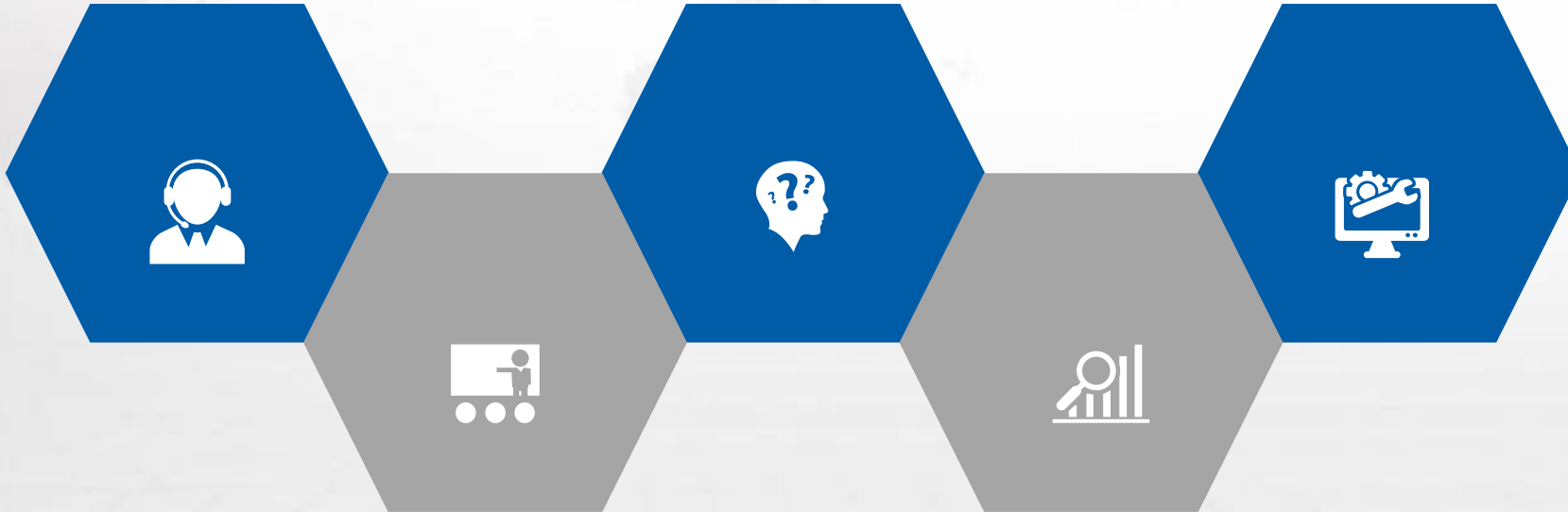


# Background

Time: October 2016.

People affected: 57  
million customers and  
drivers

Event: Hackers stole  
personal data stored in  
Uber



Information included:

- (1) names, email addresses and phone numbers, as well as driver's license numbers.
- (2) location data, credit card numbers, bank account numbers, social security numbers, and birth dates.

## Main Issue

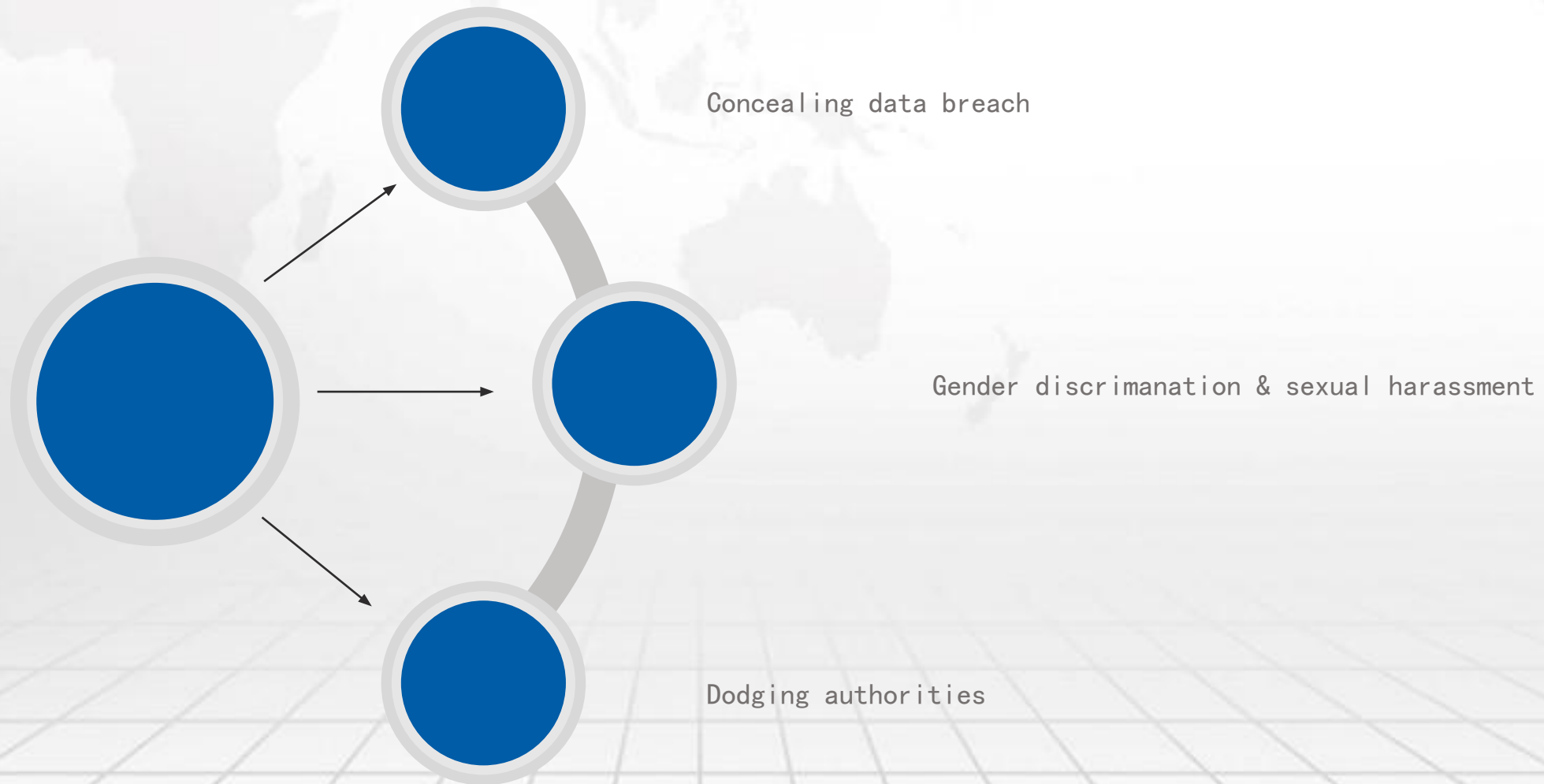
Uber paid the hackers to delete the data and keep the breach quiet.

1

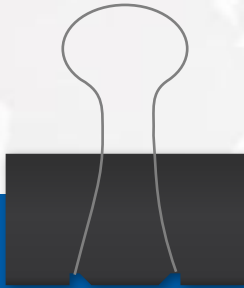
Uber failed to notify state residents and inform the attorney.

2

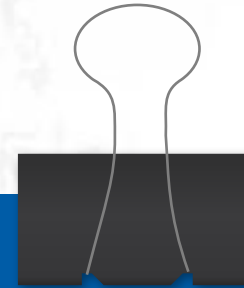
## What is interesting about this case



# Ethical Significance

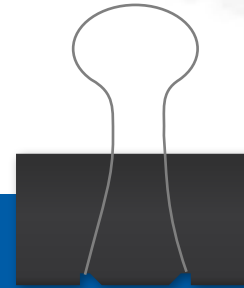


Notify the public and  
the attorney general



Maintain a safe  
workplace environment

文献二



Perform services  
honorably and lawfully

文献三

# Impact

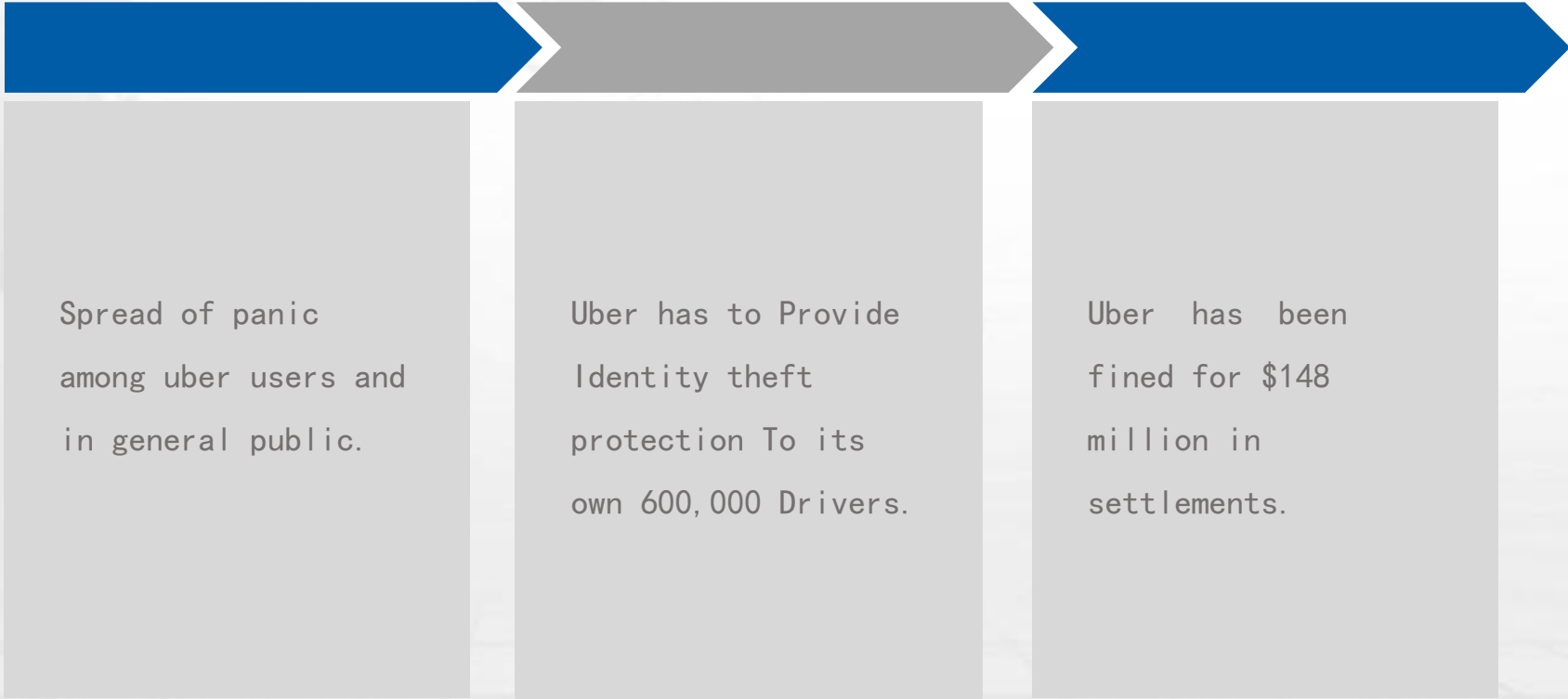
## Personal Impact

- Risk of Identity theft was Increased
- User and Driver were at risk for scam and phishing email, as their personal information such as email phone no. and address were leaked.

## Public Impact

- General Data Protection Regulation by EU was launched after this incidence.
- People in general lost their trust towards company integrity.

# Consequences



Spread of panic  
among uber users and  
in general public.

Uber has to Provide  
Identity theft  
protection To its  
own 600,000 Drivers.

Uber has been  
fined for \$148  
million in  
settlements.

# Was this preventable?

1

No, it is hard to preventable.

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2

We can use some way to improve security.

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3

Pay more effort and money on security.

4

Only save what is necessary.





# Conclusion/relevancy/lesson learned

Protect customer security is the most important thing for the company.



01

02



Awaken people's security consciousness.

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# Thank you

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## Reference

1. Uber. (n.d.). Retrieved from <https://en.wikipedia.org/wiki/Uber>
2. Somerville, H. (2018, September 26). Uber to pay \$148 million to settle data breach cover-up with U.S. states. Retrieved December 08, 2020, from <https://www.reuters.com/article/us-uber-databreach/uber-to-pay-148-million-to-settle-data-breach-cover-up-with-u-s-states-idUSKCN1M62AJ>
3. Greenberg, Andy. "Uber Paid Off Hackers to Hide a 57-Million User Data Breach." *Wired*, Conde Nast, 22 Nov. 2017, [www.wired.com/story/uber-paid-off-hackers-to-hide-a-57-million-user-data-breach/](http://www.wired.com/story/uber-paid-off-hackers-to-hide-a-57-million-user-data-breach/).

