



# Internet Association Sharing Economy Members Prioritize User Safety Measures

The sharing economy empowers Americans by providing lower prices, higher quality, and more reliable choices for every day activities. Sharing economy companies enable consumers to access transportation and housing both in rural and suburban areas whether they are commuting locally or traveling globally.



**Ridesharing** companies bring safe, affordable transportation options to underserved communities and new economic opportunities for residents and businesses.



**Peer-to-peer car sharing** platforms offer consumers the ability to make extra money by sharing their personal vehicles with local drivers, tourists, and other neighbors who may be looking for alternatives to traditional car rentals.



**Short-term rentals (STRs)** create an opportunity for homeowners to supplement their current income, and stimulate business growth in neighborhoods previously untouched by tourism.

Trust among consumers and the platforms is essential to a thriving sharing economy. IA member companies recognize their responsibility and constantly work to ensure that all parties engaged with their services are safe and secure.

Sharing economy platforms - compared to taxi, car rental, and hotel companies - provide an unparalleled level of transparency around their safety measures. Many IA member companies commission studies and release annual public safety reports that examine current safety efforts, the experience of the users, and how these platforms can be used to keep people safe.

## Ridesharing incidents are rare.



In 2017 and 2018, there were roughly 3.1 million Uber rides per day with fewer than 1 percent having any safety related incident.<sup>1</sup>

## Incidents of drunk driving decrease when ridesharing options like Lyft and Uber are available.



A study conducted by Uber and Mothers Against Drunk Driving found that since the inception of ridesharing in both California and Washington drunk driving decreased by 10 percent in those states.

## Home sharing platforms protect their hosts.



Airbnb and Vrbo investigate every misconduct report that is filed by owners and renters to ensure subsequent renting experiences are safe and offer up to 1 million dollars in liability insurance to property owners.

<sup>1</sup> [https://www.uber-assets.com/image/upload/v1575580685/Documents/Safety/UberUSSafetyReport\\_201718\\_ExecutiveSummary.pdf](https://www.uber-assets.com/image/upload/v1575580685/Documents/Safety/UberUSSafetyReport_201718_ExecutiveSummary.pdf)



Internet Association sharing economy members understand the necessity of safety measures and are committed to expanding the tools they deploy when connecting consumers with drivers or home or car owners to ensure safe transactions and experiences. IA members:

## Screening



→ **Maintain a zero-tolerance drug and alcohol policy for drivers** to ensure the utmost protection of ridesharing passengers and other bystanders.

- **Use review and rating features** to assess the professionalism of riders, drivers, hosts, and renters and their commitment to creating safe experiences.
- **Implement proactive security measures**, including background checks of drivers and hosts, and identification verification methods.
- **Increase the size of their security teams** to address safety concerns and further expand upon existing safety measures for riders and drivers.
- **Offer home safety preparedness training for hosts** to ensure that proactive safety measures are taken prior to the rental of properties.

## Live Support



→ **Offer Ride-Check features to predict when a rider needs help** if a ride has stopped too soon or for an unusual amount of time.

- **Create in-app safety measures and communications** including the ability to share ride information with friends or relatives in real-time, report safety incidents during a trip, text message with 911 operators, and access an in-app emergency button.
- **Offer 24/7 customer support hotlines for hosts and guests** staffed by people to answer concerns if they arise.

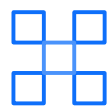
## Partnerships



→ **Use deactivation sharing across the industry** to prevent dangerous drivers and/or passengers from switching to competitors' platforms.

- Partner with RAINN to **provide sexual misconduct and assault education to US drivers as a preventative measure.**
- Campaign with Mothers Against Drunk Driving to **eliminate any excuse for drinking and driving.**
- Partner with ADT Security Services to **develop new in-app safety features that provide real-time customer and driver assistance.**
- Partner with the National Highway Safety Association to **improve bicycle delivery safety for food delivery companies.**

## Transparency



→ **Offer property damage protection and liability insurance** to renters and hosts in the event of a damage incident.

- **Use secure, reliable online payment methods** to protect transactions between parties.
- **Provide secure channels** to protect communications between riders, drivers, hosts, and renters.
- **Publish annual reports** of incidents on the platform.

### About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit [www.internetassociation.org](http://www.internetassociation.org)