

# ICDPPC Global Privacy and Data Protection Awards

2018

## Entry Form

**Deadline 29 June 2018**

To submit an entry to the ICDPPC Global Privacy and Data Protection Awards please complete and email this form to [ExCoSecretariat@icdppc.org](mailto:ExCoSecretariat@icdppc.org) no later than 29 June 2018.

Note: ICDPPC member authorities can submit as many entries as they wish but a separate form should be used for each different entry. Please complete the entry in English.

**1. Contact details for this entry:**

- a. Name and email address of person completing this form:
- b. Name of Data Protection or Privacy Authority: U.S. Federal Trade Commission

**2. Eligibility:** By submitting this entry I confirm that:

- a. The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- b. The initiative described in this entry was undertaken since the last edition.
- c. I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the ICDPPC Secretariat.

**3. Please indicate which **category or categories** you wish to enter (delete those that do not apply; you can enter multiple categories):**

- ~~a. Education and public awareness~~
- ~~b. Accountability~~
- c. Dispute resolution and enforcement
- ~~d. Innovation~~
- e. People's Choice

**4. Description of the initiative**

- a. Please provide a brief summary of the initiative (no more than 75 words):

**FTC's Expanded Uber Settlement** - The FTC reached an expanded settlement with Uber Technologies, Inc. over charges that the ride-sharing company deceived consumers about its privacy and data security practices. After the announcement of a proposed settlement with Uber in August 2017, the FTC learned that Uber had failed to disclose a significant breach of consumer data that occurred in the midst of the FTC's investigation. Due to Uber's misconduct related to this breach, Uber will be subject to additional requirements.

- b. Please provide a full description of the initiative (no more than 350 words):

In 2017, Uber Technologies agreed to implement a comprehensive privacy program and obtain regular, independent audits of that program to settle Federal Trade Commission charges that the ride-sharing company deceived consumers by failing to monitor employee access to consumer personal information and by failing to reasonably secure sensitive consumer data stored in the cloud.

After the announcement of that proposed settlement, the Commission learned that Uber had failed to disclose a significant breach of consumer data that occurred in 2016 -- in the midst of the FTC's investigation that led to the August 2017 settlement announcement. Due to Uber's misconduct related to the 2016 breach, Uber will be subject to additional requirements. Among other things, the revised settlement could

subject Uber to civil penalties if it fails to notify the FTC of certain future incidents involving unauthorized access of consumer information.

- c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

This shows an example of an enforcement action and remedy effectively adapting to new revelations and covering new, significant misconduct. After misleading consumers about its privacy and security practices, Uber compounded its misconduct by failing to inform the FTC that it suffered another data breach in 2016 while the FTC was investigating the company's strikingly similar 2014 breach. The strengthened provisions of the expanded settlement are designed to ensure that Uber does not engage in similar misconduct in the future.

- d. Include a photograph or image if you wish (note this will help illustrate the description of the entry on the ICDPPC website; the image can be pasted into the entry or send as an attachment or a link may be provided): .....
- e. Please provide the most relevant link on the authority's website to the initiative (if applicable) (The website content does not need to be in English):

<https://www.ftc.gov/news-events/press-releases/2018/04/uber-agrees-expanded-settlement-ftc-related-privacy-security>

- f. Please provide any other relevant links that you wish that help explain the initiative or its impact or success (e.g. links to news reports or articles):

<https://arstechnica.com/information-technology/2018/04/ftc-tightens-reins-around-uber-following-2016-breach/>

<https://techcrunch.com/2018/04/12/uber-expands-privacy-settlement-with-ftc/>

<https://www.reuters.com/article/us-uber-cyberattack/uber-expands-settlement-with-ftc-related-to-cyberattack-idUSKBN1HJ2J8>