Uber Dances into My Inbox and Out of My Heart

cwilliams@gmail.com
unday, March 12, 2018 at 5:03 PM
Details
flagged for follow up.

Hi Elizabeth,

As you may know, we encountered a data security incident in 2016. We take this matter seriously and have worked with external forensic experts to understand the impact. Weâ•´ve seen no evidence of fraud or misuse tied to the incident, but we wanted to make sure youâ•´re aware of it and have the facts because it included your information.

Please be assured when the incident occurred, we took immediate steps to secure the data, shut down further unauthorized access, and strengthen our data security. We do not believe that you need to take any action as a result of this incident. However, weâ•´ve still flagged your account for additional fraud protection and are continuing to monitor all accounts impacted.

We apologize for this incident. We pride ourselves on representing the best interests of rider and driver communities across Canada, and are committed to maintaining the integrity and security of your personal information.

See more details >

What happened

In November 2016, Uber became aware that two individuals outside the company had accessed certain user data stored with a third-party service. To the best of our knowledge, the unauthorized access began on October 13, 2016 and ended no later than November 15, 2016.

The files that were accessed contained user information that we used to operate our services, and for nearly all users this included name, email address, and mobile phone number used on your account before 2016. Our outside forensics experts have seen no indication that trip location history, dates of birth, or payment information were accessed or downloaded.

In some cases, the information also included information collected from or created about users by Uber, such as: Uber internal user IDs (UUID); certain one-time locational information, such as the latitude and longitude of the location where you first signed up for Uber; user â•¸tokensâ•´; user ratings and scores; short notes by Uber personnel; passwords protected through a technical process called â•¸hashing and saltingâ•´; and driversâ•´ payment statements.

If you have further questions, please reach out to Jeremy Millard at dataincidentcanada@uber.com.

Thank you for not calling me “valued customer”

And it took you until 2018 to tell me? Did you lose your pencil?

I believe we call that a buried lead.

And it didn’t seem important enough to let me know?

So the 17-month gap between my data being stolen and you flagging the account is what, a standard waiting period?

Pretty border.

This links to a Nov. 21 message from the CEO. It offers no more detail, but it does provide inconsistent detail.

Pardon? You’ve just told me you’re committed to integrity and security and it took you 33 days to notice?

Well this just gets better. I don’t give a sh*t that it happened with a third party. I trusted you. Marketing made you put that in, didn’t they?

I believe we call that a buried corpse. Shoving the really bad stuff in at the end is not building my confidence.

How many weasels died making that paragraph?

You need to tell me again how sorry you are, how it won’t happen again and how many people or vendors got fired.

If you’re going to throw poor Jeremy under the bus, at least put his signature and title on the end here. I’m going to be hopping mad if he turns out to be some kid in the warehouse.