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### **E-Scooter – the data travel with you**

A center component of privacy is being able to move around in public space without being tracked. However, anyone who makes use of the new offers of e-scooters loses this protection. This new form of urban mobility is made available by many providers only with a considerable encroachment on the privacy of users. Every meter travelled is recorded and can be combined into movement profiles. Many of those affected are likely to have insufficient knowledge of what data is collected, combined and used by the respective providers and for what purposes. On the one hand, this is due to the providers' inadequate data protection information, which does not provide users with a sufficient understanding of the actual data processing. On the other hand, it is probably also due to the fact that many users suppress the risks concerning profiling and passing on their data. However, this rental business also includes a business with customer data. The price to be paid here - all users should be aware of this - is a loss of anonymity while moving through public space. A necessity for this tracking is not discernible. Providers of comparable Car-Sharing models therefore usually refrain from such tracking.

Data collected usually comprises contact data, account data, Internet usage data, possibly data from linked third-party services, data provided about the customer by the providers through marketing and advertising partners. This comes in addition to the location information not just from rental and parking but also the route itself.

This data is used by the providers for various purposes and can be passed on to other service providers and partners in particular, but also to public authorities.

Users' movement and location data are extremely interesting for the rental companies themselves, for business partners, advertisers and for local providers of goods and services. They are fuel for digitally driven business processes. Movement profiles can be used to analyze customer and purchasing behavior. E-scooters are parked directly at their destination e.g. a user's place of residence, a shop or a leisure facility. Direct conclusions can be drawn from this information on individual preferences and daily routines and can be used for effective advertising push and pull strategies. Public authorities are also interested in movement data, e.g. for traffic planning or even for the investigation and prosecution of administrative or criminal offences.

Johannes Caspar, the Hamburg Commissioner for Data Protection and Freedom of Information, comments: "Particular caution is required when e-scooter rental companies describe the transfer of user data to unspecified third parties, without a clear purpose and only extremely vaguely in their data protection regulations. In particular, if data is collected without requirement for the fulfillment of the contract, users should critically review the data protection regulations of the providers. Users must consider whether paying with this much data is worth the service they receive, especially if the processing of movement data is not necessary for the provision of the contractual services. If data protection violations are suspected, a complaint can be filed with the local data protection authority or the responsible data protection authority for the provider.

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