



PRESS RELEASE

22-08-26

Subject: Subject: Uber Fined 825 Million Euros by the Dutch Data Protection Authority (AP) for Illegally Disconnecting Drivers.

Uber was fined 825 million euros by the Dutch Data Protection Authority ↗ (AP) for illegally disconnecting drivers. This penalty follows a complaint filed in 2019 by **Brahim Ben Ali** ↗, the movement's leader, along with 170 other drivers. This outcome stems from the work of the association **PersonalData.IO** ↗, which offers advice, guides, and tools to help users retrieve their personal data collected by the most widely used apps and digital platforms. Research initiated by the Swiss association reveals that the process of deactivating drivers is automated, without warning or any opportunity for them to appeal, highlighting the development of dehumanizing algorithmic management.

This case is not without precedent. In 2023, Uber had already been fined 10 million euros for failing to comply with data access rights, and in 2024, it was fined 290 million euros ↗ following the transfer of European drivers' data to its U.S. headquarters without adequate safeguards. These two other complaints were filed by the same group of French drivers.

Founded by **Paul-Olivier Dehaye** (known for breaking the story of the Facebook-Cambridge Analytica scandal) and led by **Jessica Pidoux** (author of a thesis on the algorithm behind the dating app Tinder), **PersonalData.IO** has been working since 2018 to **defend often-overlooked communities**: workers in the gig economy who navigate opaque algorithmic systems



PERSONALDATA.IO

([Data4Workers](#) ↗), **content moderators** exposed to harmful content without adequate protection (notably through the [Data4Mods](#) ↗ project), and young people on platforms designed to exploit their data. By enabling these groups to understand and exercise their rights, **PersonalData.IO strengthens the foundations of democratic participation and individual autonomy.**

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