

## APPENDIX



May 16, 2019

The Honorable Patrick Diegnan and The Honorable Daniel Benson, Chairs  
Senate and Assembly Transportation Committees  
New Jersey State Senate  
Trenton, NJ 08625

**RE: Opposition to proposed QR Code Mandate for TNCs**

Dear Chairman Diegnan and Chairman Benson:

Internet Association's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. The internet creates unprecedented benefits for society, and as the voice of the world's leading internet companies, we ensure stakeholders understand these benefits.

IA respectfully opposes mandating the use of Quick Response Code labels on all transportation network company vehicles in New Jersey. Although the goal of enhanced consumer safety is laudable and essential to improving the experience of residents of the state, the use of QR Code technology is ill advised. Certain issues must be addressed when discussing the feasibility of this proposed mandate with respect to technological capabilities, consumer access, and consumer safety.

Regarding technological issues, simply put, technology is ever evolving and enshrining in state law the use of a specific technology may hinder the development of even better methods of ensuring rider and driver safety. Quick Response codes are dependent on the readability of the sticker or label affixed to a driver's window. Even a slight distortion or inconsistency will render the distinct marking unreadable. There is also a weather component to consider so that when rain or snow hits the window it is much harder for a rider's phone to read the code. It is important to note that consumers often seek out TNCs to get from one place to another during times of inclement weather.

Consumers would also be limited in choice with the mandated use of QR codes. One of the most popular features of apps like Uber and Lyft is the ability to request a ride for a friend or relative from an individual's phone. If there is a requirement to be physically present to scan the code from your phone, this option from TNCs is rendered useless. Many New Jersey residents use this function to provide a safe transportation option for families, the elderly, or the disabled when they are unavailable or otherwise occupied. In addition, the use of this technology would require a phone with a data plan, which also limits the number of residents who could utilize TNCs as a



transportation option. This is especially concerning for low-income communities or those who use TNCs for medical transport.

IA understands the issues at hand here, but there are important consumer safety concerns that should be addressed when considering forcing TNCs to implement this specific technology. In order to verify the vehicle is the one ordered, a passenger must get very close to the vehicle which potentially endangers them if the driver is indeed an imposter. Verifying through other means, such as the license plate number provided in the app already, allows a potential victim to remain at a safe distance from the vehicle. In addition, using the QR code to verify only the vehicle may prevent a victim from verifying the identity of the driver themselves before entering the vehicle.

I welcome the opportunity to further discuss IA's concerns with you, but for the reasons stated above, IA strongly urges you to reconsider New Jersey's approach to preventing a terrible tragedy like the one that inspired this proposal.

Very truly yours,

A handwritten signature in black ink, appearing to read 'JOHN OLSEN'.

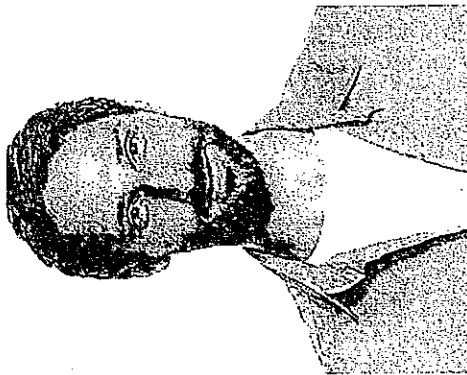
John Olsen

Director, State Government Affairs Northeast Region

Cc: Senate and Assembly Transportation Committees members

# AUTHORIZED TNC VEHICLE

This placard is required for all TNC vehicles picking up passengers in New Jersey.



DRIVER NAME:

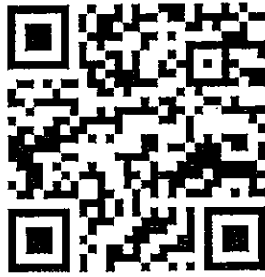
JOHN

VEHICLE LICENSE PLATE #:

NJ SUV-12A

ISSUE DATE:

MAY 16, 2019



SCAN CODE

UPON  
ENTERING

Consumers may direct issues or complaints about a driver to the TNC with which the driver is affiliated.  
If your complaint relates to a safety issue which poses an immediate threat, contact local law enforcement authorities.