

Shaping platform policy and worker rights – An introduction to global best practices

Deep Dive: Data and Algorithms in the Platform Economy

Facilitator's Notes

Time needed: 2 hour 30 minutes

Aim

By the end of the session, participants will be able to:

- Understand how data collection and algorithms drive value for platforms and how they impact workers, worker organisations and social inequalities.
- Identify and assess different strategies to strengthen the data and labour rights of platform workers.

Before delivering the training read the Trainer Resource Sheet for further details. It provides an up-to-date overview of key concepts, global examples and current regulation, giving you the grounding to answer participant questions with confidence.

This session is divided into 2 parts.

Activity Instructions

Part 1: Data, algorithms and their positive and negative consequences

This first part of the session focuses on helping participants understand how data drives value for platforms and the positive and negative impacts of algorithms.



[Learn – Data, Algorithms and their Consequences]

 15 minutes

1. Welcome participants, introduce the learning aims and distribute the Handout Sheet ( **Slide 2**).
2. Refer to the Trainer Resource Sheet and present on how data collection and algorithms drive value for Digital Labour Platforms (DLPs) ( **Slides 4 - 6**). Highlight the following key points:

- **Data collection drives the value of platforms.** Data collection is used by platforms to make their services more efficient and competitive, which attracts more customers, supports even greater data collection and can lead to market dominance. This phenomenon is referred to as 'network effects'
- **Platforms can collect huge amounts of data on workers and customers.** When left unregulated, this poses risks to data privacy and the rights of all platform users.

Algorithms:

- **Algorithms are a set of rules applied to the data generated by platforms** which lead to automated decisions.
- **Platforms use algorithms to direct the worker and customer experience** with profound consequences and effects for all users, which often amplify social and economic inequalities.
- Algorithms **direct the worker experience** in that they:
 - Determine **workers' wages**, but the calculations are often not shared and/or understood by workers.
 - Determine **work performance expectations** through customer ratings and can nudge workers to behave in certain ways and can determine future job security.
 - Can prevent direct communication and **resolution of disputes** between workers and the management / platform.
 - Can be used to **break strikes or weaken unions** or as an excuse to remove the accounts of union leaders.
 - Can shift the **balance of power** in favour of the customers.
 - Can reflect and **amplify discrimination**, including gender discrimination, such as by penalising workers who have care responsibilities or reflecting customer's prejudices by privileging accounts with higher ratings.

This all leads us to a situation in which the collection of data and use of algorithm concentrates the power over information in the hands of platforms and hence significantly shifts the balance of power in favour of the latter.

This has raised concerns that platforms could undermine economic development, reinforce existing inequalities and create a 'race to the bottom' on wages and working conditions.

3. Digital and data rights are an emerging policy field (Slide 6):

- Rights can be strengthened via individual data rights
- Strengthening collective data rights
- Or by anchoring data and digital rights in labour law.



[Relate – Cleanly Case Study]



30 minutes

4. Divide the participants into small groups.
5. Give each group a flipchart and a marker pen.
6. Read the case study about Cleanly out loud and display it for participants to read (it is also included in the Handout) ( Slide 7).

Case Study

Cleanly is a domestic work platform, which connects customers with workers who provide cleaning, gardening and other domestic services. Workers register to use Cleanly, providing their names, contact details, gender, age and where they live. Cleanly uses these details and real-time data from the workers' phones to help assign jobs based on customer preferences and location. Most of Cleanly's customers are well off people who have office jobs in the city. Cleanly uses algorithms to assign cleaning platforms to workers, to manage their performance and to calculate their wages based on work completed and their rating score. The algorithms reward workers who work regularly and have high review scores. Algorithms also nudge workers, using progress bars and milestones to indicate if they've reached income targets and offering bonuses for those who work evenings, weekends and during public holidays. Workers who receive 3 negative reviews from customers, who frequently go offline between platforms without notice or who are inactive for more than 48 hours are temporarily blocked from the platform for 2 days.

7. Assign each group one worker case study – Agnes, Naomi and George. If there are more than three groups, multiple groups can work on the same worker case study.



Agnes

Agnes registered on Cleanly to earn extra money after the birth of her second child. She is a single parent who lives with her mother, who sells vegetables on the street. Agnes often struggles to juggle working and looking after her two children. Her mother fell ill recently, meaning there was nobody to watch her children.



Naomi

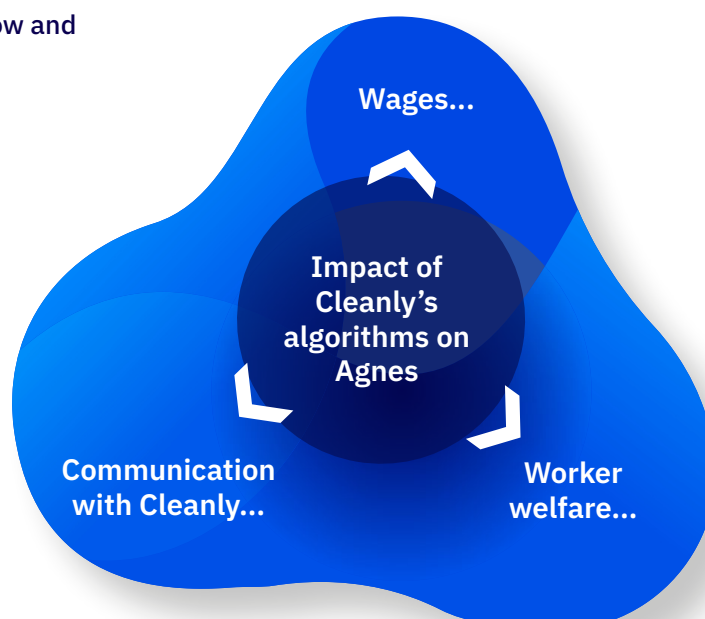
Naomi registered on Cleanly after losing her job in a hotel. Naomi has friends who are involved in the local trade union and she has begun trying to organise other Cleanly workers in the neighbourhood into the union. Naomi tried to raise a complaint to Cleanly on behalf of another worker who was unfairly suspended, but she got a call from somebody at Cleanly threatening her to never contact them again.



George

George registered on Cleanly after struggling to find a job when he first moved to the city. He is a member of a minority ethnic group who are looked down upon by wealthier parts of society. George lives with his community in the poorest part of the city.

8. Ask each group to draw a mind-map on the flipchart, with the "Impact of Cleanly's algorithms on [workers' name]" in the middle (see example below and on  Slide 9).





9. Ask participants to discuss the following questions, considering them from the point of view of the worker, and to write their answers around the mind-map (see example): What impact does Cleanly's algorithms have on:
- Workers' wages?
 - Workers' welfare, including in relation to meeting targets set by algorithms?
 - How workers communicate with Cleanly, such as to raise concerns or dispute decisions?
 - The ability of workers to unionise?
 - Discrimination faced by workers, such as due to their gender, sexuality, age, race or ethnic group (or other identities/personal characteristics)?
 - Enabling positive outcomes and benefits for workers?
 - Any other issues you think are important for the worker?
10. Once each group has finished, ask each group to nominate somebody to report back on their discussion in plenary.



[Summarise]



5 minutes

11. Once each group has presented, summarise their findings on the impact of algorithmic management on workers. Relate the participant's proposals to the following key messages (📄 Slide 11):
- **Algorithms control the worker and customer experience.** For workers, this can affect wages and performance expectations, prevent dispute resolution, enable union busting, and exacerbate discrimination and inequality.
 - **Algorithms often amplify social inequalities.** They reflect and embed structural discrimination and shift the balance of power in favour of customers. In particular marginalised or vulnerable groups such as women and migrants. But algorithms are a product of human decisions. Making those decisions transparent could give workers a meaningful say over how work is organised.
 - **Unrestricted data collection creates power asymmetries.** Platforms hold rich datasets on individual workers and the workforce as a whole by impacting pricing, task availability, and more. When workers lack access to the same data, their ability to negotiate collectively is seriously limited.

Part 2: Strategies and options for addressing the impact of data collection and algorithmic management

The second part of the session moves on to support participants to identify and assess different approaches for strengthening data and labour rights in the platform economy.



[Learn – Regulating Data and Algorithms]



10 minutes

1. Present on the options for addressing the impact of data and algorithms on workers and social inequalities. Highlight the following key points ( **Slide 13**):
 - Regulation can limit harm while enabling benefits
 - Labour rights can be extended to cover algorithmic management
 - Worker organisations have a role beyond regulation including collective bargaining (unions), legal action, data collection and striking.



[Engage – Designing a Code of Ethics]

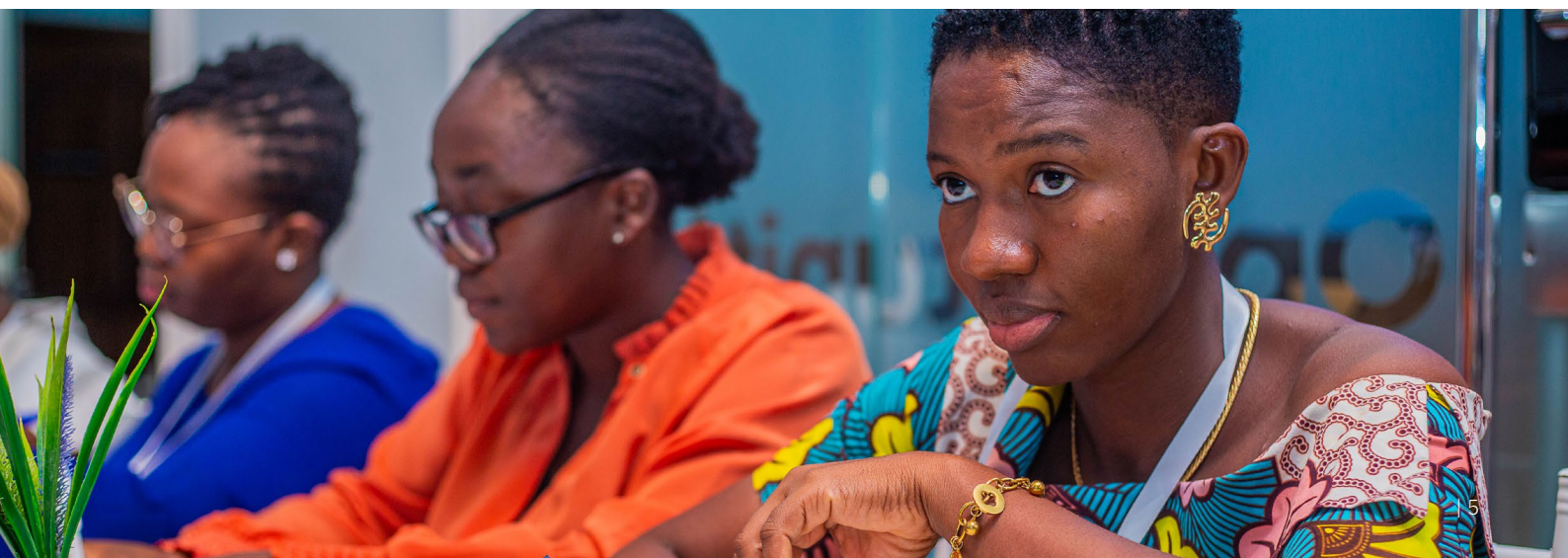


30 minutes

2. Divide the participants into small groups.
3. Give each group a flipchart and a marker pen.
4. Ask participants to imagine that they are part of an expert advisory group created by the government. The objective for the groups is to design a **Code of Ethics for Digital Labour Platforms** which the government will require platforms to follow. The purpose of the code is to limit the negative effects of data collection and algorithms on the data protection, privacy and labour rights of workers while promoting the positive outcomes of data collection ( **Slide 14**).

Key Definitions and Concepts

- **Code of Ethics for Digital Labour Platforms** – a set of guidelines designed to govern the behaviour and practices of platform operators which aims to promote fairness, transparency, accountability, and ethical conduct.



5. Ask each group to draw a table on the flipchart, divided into three sections: 1) Data Protection, 2) Labour Rights and 3) Enforcement (**see example on  Slide 14**).
6. Ask each group to discuss the following questions to help them generate ideas for the Code of Ethics and place the key points from the discussion in the table:
 - a. What provisions could be included which would strengthen individual and collective data protection and privacy? Consider what data is collected and how, how that data is used, and by whom.
 - b. What provisions could be included to strengthen the labour rights of platform workers and their unions? Consider issues related to transparency, wages and working conditions, workers' welfare, data sharing, dispute resolution, surveillance and the rights of unions.
 - c. What provisions could be included to enhance the positive effects of data and algorithms, such as algorithms designed to promote workers' welfare or reduce social inequalities?
 - d. Who are the key stakeholders and what roles will they need to play in delivering these provisions?
7. Once each group has finished, ask each group to nominate somebody to present their Code of Ethics in the plenary.
8. After each presentation, ask participants to reflect and ask questions about the opportunities and challenges involved in setting the codes and balancing the needs of the different stakeholders. Refer to the Trainer Resource Sheet for key ideas that can be mentioned.



[Learn – Global Good Practice]



20 minutes

9. Break into group of three and refer to the three (GDPR, LGPD and Kenya) laws on the and the Handout Sheet (** Slide 16**).
10. Use the following guiding questions to explore the relevance of the data protection laws for unions and their workers:
 - a. What do these law protect workers from? What rights does it give them?
 - b. How could workers organisations use such laws in practice?
 - c. Does a similar law exist in your own country or region? If so, have workers organisations used it? If not, would you advocate for one?
 - d. What would it take to use this law effectively, what knowledge, capacity or partnerships would a workers organisation need?
11. Bring the groups back together. Ask each group to share the one thing from their case study that surprised them or that they think would be most useful to advocate for in their own context.



[Engage – Case Study]

15 minutes

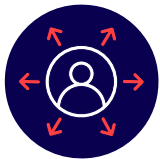
The [EU Platform Work Directive](#) is a landmark piece of legislation with specific provisions on data collection and algorithmic management in platform work. This directive specifically refers to law that is to be enshrined in labour codes. It recognises that, due to the nature of their work, platform workers are at particular risk from automated monitoring and decision-making systems (refer to Trainer Resource Sheet for more specific information).

The articles focusing on the use of algorithmic management in platform work have now laid the groundwork for more general rules pertaining to the use of algorithmic management in the European workplace. Issues faced by platform workers are no longer isolated to the platform sector but are increasingly applicable to the wider workforce.

12. Together, ask participants to explore the details of the directive as given on the handout and examine which clauses they think could be useful to include in policy design in their own context (**Slide 17**).

13. As a group discuss:

- Could these clauses be added to existing legislation or would it be better to design a new regulation?
- In your local context do you see more development on the data protection side or potential to introduce a more specific law from the labour side?



[Learn – Beyond regulation]

15 minutes

14. Now that regulatory approaches have been covered, use this opportunity to shed light on other approaches utilised by workers and their representatives to gain a greater understanding and protection concerning the use of data and algorithms in their work. Based off the slides and further information on the Trainer Resource Sheet highlight other strategies that are available (**Slide 18**). Some include:

A. Collect the data personally

Unions and worker organisations can help redress asymmetries by systematically collecting information themselves

B. Use collective bargaining

Unions do not need to wait for new laws. Collective agreements can enshrine algorithmic protections directly.

C. Coordinated digital strikes and log-off actions

Coordinated log-off actions where workers collectively go offline at a strategically chosen moment can be a powerful form of pressure.

D. Build technical capacity and partnerships

Many of these strategies require technical knowledge that most worker organisations do not yet have in-house. What role do partnerships play in growing capacity and are there digital rights organisations who can be partnered with?



[Summarise]



10 minutes

15. Summarise some of the key takeaways from the session. Relate the participant's proposals to the following key messages:

- **Data and algorithms can be governed both at the individual and collective level**, particularly through data protection, transparency and by revising existing labour law.
- Regulation can help to limit the negative effects of data collection and algorithms while promoting the positive effects.
- **Regulation is one tool among many.** There are other strategies for workers and unions to respond to the power asymmetries presented by data collection.
- **Capacity building** for platform workers and their unions on data and labour rights in relation to algorithms is important for achieving meaningful change.



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Shaping platform policy and worker rights – An introduction to global best practices

Deep Dive: Data and Algorithms in the Platform Economy

Trainer Resource Sheet

Please read this sheet before conducting the training. It provides both general information introducing trainers to the topic and also more specific details that can be used in guiding the activities.

Part 1: Data, algorithms and their positive and negative consequences

- **Data collection drives the value of platforms.**
Platforms collect reams of data and analyse it, sometimes selling it to external stakeholders. Data gives platforms informational and predictive advantages over other marketplaces.
- Data collection is used by platforms to make their services more **efficient and competitive**.
- Increased efficiency makes the platform **more attractive to customers**, prompting more to join.
- These **network effects** enable market dominance.

Key Definitions and Concepts

- **Network effects** – The presence of users on a platform attracts more users to the platform. The larger the network becomes, the more valuable the platform is for users.
- **Data value chain** – The chain of data-related activities which add value to the platform. The key steps of the value chain are data generation, collection, analysis and exchange.
- **Data protection regulations** – Rules for the lawful and fair use of personal data.
- **Data porting** – Transferring a copy of data from one place to another.
- **Algorithm** – A set of rules applied to the data generated by platforms which lead to automated decisions.
- **Algorithmic nudging** – Using algorithms to nudge workers to behave in a certain way. Nudges can be ethical, such as by encouraging behaviours which increase workers' welfare, but are frequently used unethically to increase productivity or the value workers create for platforms which is often at the expense of the worker's health or pay out.



Algorithms are a set of rules applied to the data generated by platforms which lead to automated decisions. Platforms use algorithms to direct the worker and customer experience. Algorithms:

- **Determine workers' wages**, but the calculations are often not understood by workers.
- **Determine work performance expectations** through customer ratings and can nudge workers to behave in certain ways, either ethically or unethically.
- **Can prevent direct communication and resolution of disputes** between workers and the platform.
- **Can be used to break strikes or weaken unions** or as an excuse to remove the accounts of union leaders.
- **Can shift the balance of power in favour of the customers** by relying on customer ratings as worker management tools.
- **Can reflect and amplify discrimination**, such as by penalising workers who have care responsibilities or replicated customer prejudices through customer rating systems.
- **Are not necessarily catalysts of discrimination or oppression.** Algorithms often exacerbate social inequalities, but they are not the root cause.

This all leads us to a situation in which the collection of data and use of data shifts the balance of power, strongly in favour of the platform. This has raised concerns that platforms could undermine economic development, reinforce existing inequalities and create a 'race to the bottom' on wages and working conditions.

Regulation can help to limit the negative effects of data collection and algorithms while promoting the positive effects:

- **Individual data rights** can be strengthened by: classifying the types of data that cannot be legally collected; clarifying the legal position on data sharing for workers, customers, and the public; promoting the development of privacy-protecting technology for data sharing; or by establishing a system to enable individuals to give consent to outsource the management of their own data.
- **Collective data rights** can be strengthened by: asserting the right of the state to use data collected by platforms for public welfare; by establishing a system of collective data rights; or by establishing mechanisms for collective consent for data sharing.
- **Data protection laws** provide legal protection from excessive or harmful collection and sharing of data but these laws are not equally available around the world.
- **Labour rights in relation to algorithmic management** can also be strengthened, including by: requiring algorithms to be made transparent and recognising workers' rights to transparency, data sharing, freedom from undue surveillance; enforcing algorithmic minimum standards; and using algorithmic audits to enforce regulations.

Why this matters for workers organisations, representatives and unions: Because algorithms carry out managerial functions, they can also be regulated as such. As the logic behind algorithms is often opaque, workers representatives need technical knowledge or partnerships with digital rights organisations to navigate them effectively.

Part 2: Strategies and options for addressing the impact of data use and algorithmic management

Regulation can limit harm while enabling benefit.

Both individual and collective rights related to data can be strengthened through a range of policy tools.

Labour rights can be extended to cover algorithmic management by requiring platforms to make algorithms transparent, setting minimum standards for platforms to follow and introducing new ways to enforce these standards.

Worker organisations have a role beyond regulation.

Collective bargaining (unions), legal action, data collection and coordinated action are all powerful tools and can be used now, without waiting for new laws.



[Engage – Designing a Code of Ethics]

This task asks participants to design a Code of Ethics for Digital Labour Platforms. This is a set of standards a government would require platforms to follow on data protection, labour rights and enforcement. The exercise asks participants to imagine they are an expert advisory group helping a government design such a code. This framing gives them creative license while keeping the discussion grounded in the real-world context they have been exploring.

The proposed code to design is structured around three pillars:

Section 1 Data Protection: This covers what data can be collected, how, and by whom and what workers' rights are in relation to that data. Without data protection provisions, platforms can gather almost anything: location data, communication patterns, even inferences about mood or union activity. **The question for participants is:** what should be off-limits, and what consent and transparency should be required?

Examples

- Workers can refuse collection of certain data types (e.g. location data outside working hours) without losing access to the platform.
- Platforms cannot collect personal data e.g. trade union membership.
- Workers have the right to receive their data in a portable, machine-readable format within 30 days of requesting it.
- Data about workers cannot be sold to third parties.

Section 2 Labour Rights: This covers how algorithms can and cannot be used to manage workers: pay transparency, the right to challenge automated decisions, protection from algorithmic surveillance, and the right to organise without fear of retaliation through the platform's systems.

Examples

- Workers must be able to see, in plain language, how their pay is calculated
- No automated decision to deactivate a worker's account without prior human review
- Workers have the right to challenge any algorithmically generated rating or decision
- Algorithms must not penalise workers for taking breaks

Section 3 Enforcement: This section asks: who checks that platforms are complying? What happens if they don't? Options might include: algorithmic audits by independent bodies, fines for non-compliance, the right for workers or unions to bring complaints, or mandatory disclosure of audit results. This can vary strongly from context to context.

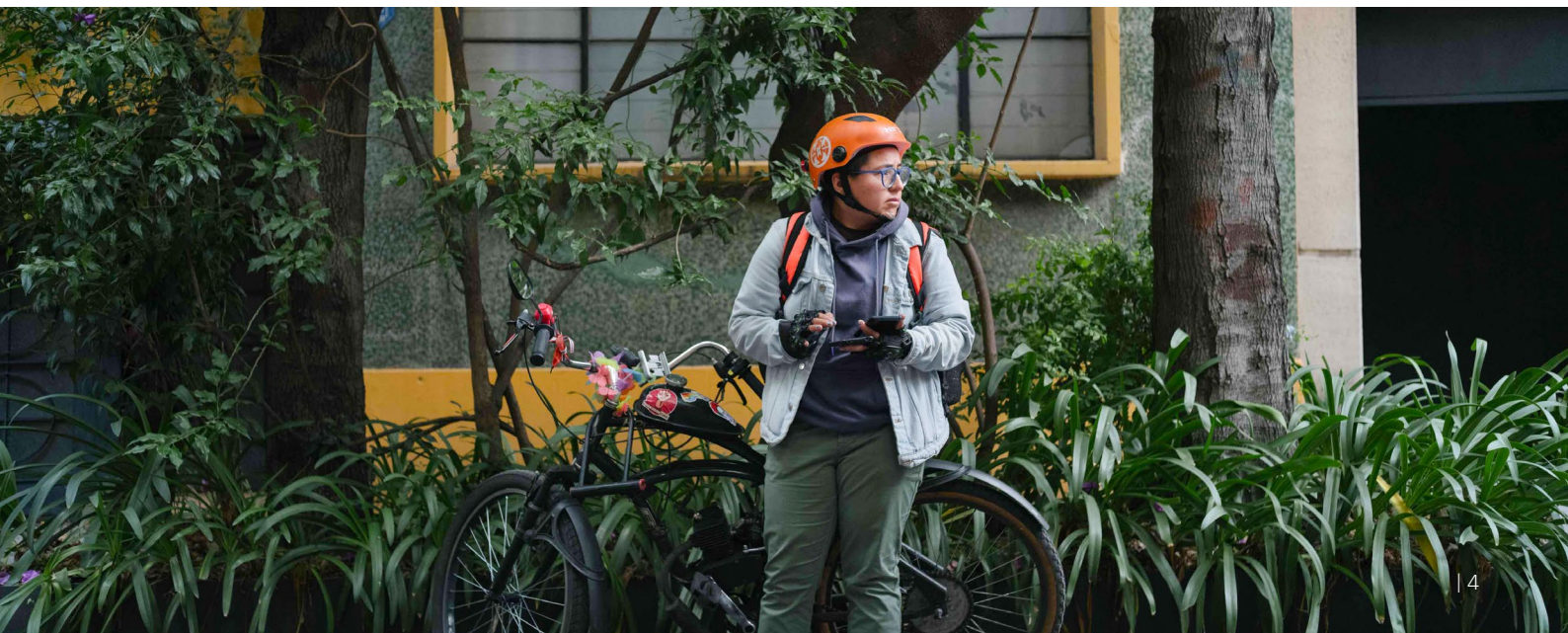
Examples

- Platforms must submit to independent algorithmic audits.
- Workers and unions have a formal right to make complaints about algorithmic decisions to a designated body.
- Significant fines for non-compliance, calculated as a percentage of platform revenue.
- Workers' representatives must be consulted before any new automated system is introduced.



[Learn – Global Good Practice]

- **EU/UK – GDPR** GDPR provides two core protections for platform workers. Article 22 gives workers the right not to be subject to decisions made solely by automated systems (such as account deactivation) and to request human review. Articles 13–15 give the right to know what data is held about them and access to it. The landmark use of this law was the App Drivers & Couriers Union (ADCU) taking Uber and Ola Cabs to court in the UK, winning access to individual driver data covering trip allocation, earnings tracking, and facial recognition checks. The union pooled this into a gig workers' data trust, showing how individual legal rights can become tools for collective power. This case required strong organisation from the union such as:
 - Digital literacy to interpret the algorithmic data once obtained e.g. from a data protection specialist or NGO partner
 - A secure system for aggregating and storing member data
 - Members willing to participate in coordinated data access requests
 - **Brazil – LGPD** Brazil's data protection law gives workers the right to review automated decisions that affect them and requires platforms to disclose the criteria used to make those decisions, not just acknowledge that automated systems exist. Workers can also access and port their data. This gives organisations a concrete legal basis to challenge opaque pay calculations, demand transparency around task allocation, and build comparative datasets across members to identify whether different groups of workers are being treated unequally.
- Key things workers need:
- Legal partnerships with lawyers familiar with LGPD enforcement
 - Civil society links, with digital rights organisations
 - Capacity to analyse algorithmic criteria once disclosed
 - Coordinated requests across members to generate meaningful comparative data
- **Kenya – Data Protection Act 2019** Kenya's law contains one of the strongest individual protections of the three. Section 35 makes purely algorithmic dismissal potentially unlawful by requiring a human in the loop, meaning platforms cannot deactivate workers by algorithm alone. Section 38 gives workers the right to receive their data in a readable format within 30 days and to transfer it freely between platforms. Coordinated portability requests across many members could allow unions to aggregate earnings and performance data to surface patterns of pay discrimination or unfair task allocation. Key things workers need:
 - Member awareness, as workers need to know their rights before they can exercise them
 - Tech-savvy civil society partners to help decode algorithmic data
 - Strategic litigation to establish how the law applies to platform workers in practice
 - Engagement with the Office of the Data Protection Commissioner to build enforcement capacity.





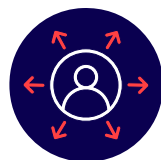
[Case Study – The EU Platform Work Directive and regulating data and algorithmic rights via labour law]

This is the most comprehensive regulation specifically targeting algorithmic management in platform work. Key provisions include:

- Prohibition on processing data on emotional/psychological state, private conversations, or trade union membership
- No data collection when a worker is not on-platform
- Mandatory algorithmic transparency (Art. 9): platforms must disclose what is monitored, why, and what data is used in decisions

- Human oversight (Art. 10) and human review of significant decisions (Art. 11)
- Right to information and consultation for workers' representatives (Art. 13).

These rules are beginning to shape broader EU thinking on algorithmic management across all workplaces, not just platform work.



[Learn – Beyond Regulation]

1. Collect the data personally

Worker organisations can help redress asymmetry by systematically collecting information themselves i.e earnings (advertised vs. actual), hours worked, costs incurred, task acceptance/rejection rates. Once the dataset is big enough it can expose the gap between what platforms promise and what workers actually earn. This data generates public interest, supports litigation, and builds political pressure for change.

2. Use collective bargaining

Unions do not need to wait for new laws. Collective agreements can enshrine algorithmic protections directly. The PSI  [Digital Bargaining Hub](#) (Chapters 5–6) and  [UNI Europa's database of AI clauses](#) in collective agreements offer ready-made template clauses on data and digital rights.

A strong example: in Denmark, the 3F union negotiated two agreements with platform Hilfr. The first (2018) required worker consent for use of personal data. The second went further and algorithmic decisions can now be formally challenged, and platforms must provide comprehensive explanations for any automated decision affecting a worker.

3. Coordinated digital strikes and log-off actions

Coordinated log-off actions where workers collectively go offline at a strategically chosen moment can be a powerful form of pressure. In late 2025 and early 2026,

between 200,000 and 300,000 platform workers participated in coordinated strikes in India, including the largest ever action on New Year's Eve and a follow-up protest in February 2026 led by women platform workers.

Key factors behind the actions' impact:

- Timing: coordinated around peak consumer demand (New Year's Eve)
- Communication: WhatsApp groups were critical for rapid, large-scale coordination
- Consumer solidarity: wide media coverage mobilised public pressure
- Digital literacy: awareness-raising workshops on digital tools helped workers understand and participate.

4. Build technical capacity and partnerships

Many of these strategies require technical knowledge that many workers may not have access to. Understanding how an algorithm works, what data it uses, and what its effects are on different groups of workers is a specialist skill. Worker organisations should invest in building internal capacity through training, dedicated staff, or working with members who have relevant expertise. They should also seek out partnerships with digital rights organisations, academic researchers and civil society groups who can help technically evaluate what is happening inside platform data systems. A useful first step is building an 'AI inventory': a structured picture of what automated systems a platform is using, what data they draw on, and what decisions they make.



Further Resources:

-  [Manual for worker organisations](#) | ETUC
-  [Historic digital rights win for WIE and the ADCU over Uber and Ola at Amsterdam Court of Appeal](#)
Worker Info Exchange (2023)
-  [The Algorithmic Management of work and its implications in different contexts](#) | Background Paper
International Labour Organisation (2022)
-  [Realizing decent work in the platform economy](#) | ILO Blue Report
-  [Specific clauses to include in future agreements](#)
PSI - The global union federation of workers in public services
-  [Database of collective bargaining agreements](#) | UNI Europa

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Handout Sheet

This handout presents the resources for workshop participants to use during and after the workshop.



[Engage – Cleanly Case Study]

Case Study

Cleanly is a domestic work platform, which connects customers with workers who provide cleaning, gardening and other domestic services. Workers register to use Cleanly, providing their names, contact details, gender, age and where they live. Cleanly uses these details and real-time data from the workers' phones to help assign jobs based on customer preferences and location. Most of Cleanly's customers are well off people who have office jobs in the city.

Cleanly uses algorithms to assign cleaning gigs to workers, to manage their performance and to calculate their wages based on work completed and their rating score. The algorithms reward workers who work regularly and have high review scores. Algorithms also nudge workers, using progress bars and milestones to indicate if they've reached income targets and offering bonuses for those who work evenings, weekends and during public holidays. Workers who receive 3 negative reviews from customers, who frequently go offline between gigs without notice or who are inactive for more than 48 hours are temporarily blocked from the platform for 2 days.





Agnes

Agnes registered on Cleanly to earn extra money after the birth of her second child. She is a single parent who lives with her mother, who sells vegetables on the street. Agnes often struggles to juggle working and looking after her two children. Her mother fell ill recently, meaning there was nobody to watch her children.



Naomi

Naomi registered on Cleanly after losing her job in a hotel. Naomi has friends who are involved in the local trade union and she has begun trying to organise other Cleanly workers in the neighbourhood into the union. Naomi tried to raise a complaint to Cleanly on behalf of another worker who was unfairly suspended, but she got a call from somebody at Cleanly threatening her to never contact them again.



George

George registered on Cleanly after struggling to find a job when he first moved to the city. He is a member of a minority ethnic group who are looked down upon by wealthier parts of society.

George lives with his community in the poorest part of the city.



[Learn – Global Good Practice]

Three Data Protection Law cases:

EU / UK



Article 22 gives workers the right not to be subject to decisions made solely by automated systems that have a significant effect on them e.g. account deactivation. Workers can request human review of such decisions. Articles 13–15 give the right to know what data is held about them and to access it.

In practice: The App Drivers & Couriers Union (ADCU) used GDPR to take Uber and Ola Cabs to court in the UK. They won access to individual driver data, including algorithmic trip allocation, earnings tracking and facial recognition checks. The union used this data to establish a gig workers' data trust and thereby shows how individual data rights can be used for collective power.



Brazil



Brazil's data protection law allows workers to review automated decisions that affect their interests and requires platforms to disclose the criteria used to make those decisions. Workers can also request access to their data and its portability.

Workers and their representatives can use this to challenge opaque pay calculations, request the logic behind task allocation, and build a clearer picture of how the algorithm treats different groups of workers.



Kenya



Section 35 protects workers from decisions made solely by automated systems meaning algorithmic dismissal without a human in the loop may be unlawful. Section 38 gives workers the right to receive their personal data in a readable format within 30 days, and to transfer it to another platform without obstruction.

If workers coordinate data portability requests collectively, they can aggregate earnings and performance data across many workers to reveal patterns of pay discrimination or unfair task allocation.





[Engage – Case Study]

Further Information on [EU Platform Work Directive](#)

The Directive creates new rights around:

- Limitations on processing personal data (Art. 7)
- Data protection impact assessments (Art. 8)
- Algorithmic transparency (Art. 9)
- Portability of personal data (Art. 9(6))
- Human oversight of systems (Art. 10)
- Human review of decisions (Art. 11)
- Safety and health (Art. 12)
- Information and consultation of representatives (Art. 13)

On data collection, the Directive prohibits platforms from processing: emotional or psychological state data; private conversations (including with union representatives); data used to predict the exercise of fundamental rights (e.g. freedom of association); data inferred from other data to reveal sensitive categories (e.g. trade union membership, health); or biometric identification.

On transparency (Art. 9), platforms must disclose: the use and introduction of automated systems; the categories of data monitored and how; the aim of monitoring; and who receives the data. For **decision-making systems**, they must also disclose the categories of decisions taken, the data and parameters used, their relative importance, and the grounds for restricting, suspending or terminating accounts or refusing payments.

The Directive also provides guidance on human oversight and review, and on information and consultation procedures regarding these technologies.

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