Don't Be A Creeper

Women are especially concerned with safety if it's a male driver, so never say "what are you wearing" even if you don't mean it that way, or anything that will make them feel uncomfortable. You want customers to feel safe with you. Be friendly, but not overly friendly. Always be professional.

Never stop for gas with a customer in the car, or pull over on the side of the road; especially if the customer is a female or there are young women in the vehicle. If it's an emergency, be really clear about what you are doing and why.

Avoid saying anything that will make the customer think you are interested in them. Ignore advances of any kind at work whether they are verbal or physical. You can ask them to stop touching you, or end the ride if necessary. If it's a weird situation like taking someone to a rehab, and you're not sure what to do, ask a manager for guidance.

Don't address the customer as beautiful, handsome, babe, baby, honey, sweetie, etc. They will think you are hitting on them or at the very least unprofessional. Stick to sir or ma'am, or address them by name.