determining if the driver has a profile;

aggregating information when it is determined that the driver does not have a profile; and

updating the profile based on the aggregated information.

7. The method according to any of the preceding claims, further comprising receiving a request for the ride, the request including location information identifying a destination of the ride, wherein the step of identifying historical ride information relating to the ride is done based on the identified destination.

8. A server for adaptively providing an estimated time of arrival for a ride by providing a personalized map for a driver for the ride, the server comprising: at least one processor; and at least one memory including computer program code; the at least one memory and the computer program code configured to, with the at least one processor, cause the server at least to:
retrieve a recommended route for the ride;

identify historical ride information relating to the driver, the historical ride information identifying a driving behaviour of the driver based on rides that have been taken; and

provide a personalized map for the driver based on the retrieved recommended route and the identified historical ride information so as adaptively provide an estimate time of arrival for a ride.

9. The server according to claim 8, wherein the at least one memory and the computer program code is further configured with the at least one processor to identify a road segment attribute in the retrieved recommended route, the road segment attribute comprises at least one of a turn restriction.

10. The server according to claim 8 or 9wherein the at least one memory and the computer program code is further configured with the at least one processor to determine if the driver is likely to follow the road segment attribute based on the historical information, and generating a warning message when it is determined that the driver is not likely to follow the road segment attribute.

11. The server according to any one of claims 8-10, wherein the at least one memory and the computer program code is further configured with the at least one processor to determine a type of vehicle that is used by the driver for the ride, wherein the step of

determining if the driver is likely to follow the road segment attribute depends on the type of the vehicle.

12. The server according to any one of claims 8-11, wherein the at least one memory and the computer program code is further configured with the at least one processor to retrieve a recommended route for the ride, wherein the step of providing the personalized map includes comparing the recommended route and the historical ride information.

13. The server according to any one of claims 8-12, wherein the at least one memory and the computer program code is further configured with the at least one processor to:

determine if the driver has a profile;

aggregate information when it is determined that the driver does not have a profile; and

update the profile based on the aggregated information.

14. The server according to any one of claims 8-13, wherein the at least one memory and the computer program code is further configured with the at least one processor to receive a request for the ride, the request including location information identifying a destination of the ride, wherein the step of identifying historical ride information relating to the driver is done based on the identified destination.