

AAATA PRIVACY POLICY

The Ann Arbor Area Transportation Authority (AAATA) respects your privacy. The following describes how we collect, use, and share the information you submit via www.theride.org, and your ability to control such use and sharing of your information. AAATA provides local transit services in the U.S. metro area of Ann Arbor, Michigan. The services are not intended for users based outside the United States. If you reside outside the United States, you acknowledge that your personal information is processed within the United States and you agree to such processing as described in this Privacy Policy.

Personally Identifiable Information

“Personally Identifiable Information” or “PII” generally means information that if taken together would identify you specifically as the individual associated with that information. PII can include name, physical address, email address, birthdate, social security number, telephone number, driver’s license number, and credit card numbers and information related to those credit cards. You decide whether you wish to provide us with Personally Identifiable Information. You may visit our website (the “Site”), review a range of information about who we are and about our transportation services (including schedules and updates), all without revealing your identity or providing any PII. Please note, however, that in order to use certain services offered by the AAATA (described below), you must register and provide us with Personally Identifiable Information.

General Registration

You may need to register as a user of the Site and provide Personally Identifiable Information in order to participate in certain services accessed through the Site (e.g., surveys, challenges, employment inquiries). Registration will require you to create a login identification and password to access personal information you have provided to a particular service. In some instances the accessed services will be operated by a third party, in which case your delivery of PII will be subject to their Privacy Policy. To the extent we obtain your PII from any of these third party providers, we will use it in connection with the service or purchase for which it was provided.

Contact Us

We may request PII when you submit comments or make requests via the AAATA “Contact Us” link. We will use this PII for the purpose of contacting you, if we deem it appropriate, to further understand your comments, to answer your request, or to address an issue that you may have experienced with an AAATA service.

Subscriptions

We may request PII when you subscribe to tailored services (e.g., alerts) or to electronic publications made available through our Site. We will use this PII for the purpose of ensuring that you have access to the subscription services, that the service is tailored to your profile, and for the purpose of ensuring proper delivery of our publications to you.

Fares and Passes Store

You may need to provide Personally Identifiable Information in order to complete online transactions that require credit card information. Those transactions are completed by a third party processing company, Authorize.net, and we therefore do not store or process your payment card information. Your delivery of PII in connection with payment transactions will be subject to Authorize.net's privacy policy in effect at the time of the transaction. We will receive a record of each transaction, and to the extent that record includes PII we will use such PII for the purpose of fulfilling your transaction.

Other Authorized Uses

AAATA may also use your PII to inform you of service information, promotions or other news of value to you as a user of AAATA services. AAATA and its contracted vendors do not sell, trade, or rent your PII to anyone. We use PII only as described in this Privacy Policy, or when disclosure is required by law.

Opt Out Procedures

You may 'opt out' of certain uses of your PII, as follows:

- You may opt out from receiving alerts through your online profile.
- You may opt out from other services, such as our newsletter, in accordance with the "unsubscribe" or similar function offered with the service.
- You may contact the AAATA at marketing@theride.org to request to delete your online account and application.
- You may contact the AAATA Help Desk at marketing@theride.org for login and password assistance.

Log Activity for Statistical Analysis

AAATA tracks activity and Site functionality in the form of log files on its web servers. These logs are analyzed by third-party statistical analysis software solutions such as Google Analytics, providing visitor activity trend data. The data gathered is used to better organize information contained on the Site and to improve the user experience

for our riders. The information inside the log files may include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and possibly the number of clicks. This information is used to analyze trends, administer the Site, track user's movement around the Site, and gather demographic information. This information does not identify our visitors on an individual level.

Cookies

We use cookies (a small file installed on your computer or device) when you use our Track My Bus tool. These cookies are used to enable us to establish bus stops you have recently searched to tailor results to you. By using our Track My Bus tool, you consent to our use of cookies

If you are concerned about privacy, you may set up your browser not to accept cookies, or you can delete them from your hard drive. This can affect how you are able to interact with our Site, and with access to and use of particular functionality on our Site.

Cross-Linking

AAATA provides links to other websites to our customers and does not share any PII with these entities. If you follow these links, you are leaving the AAATA Site and are subject to the privacy policies of those sites. AAATA takes no responsibility for outside sites' content or policies.

Changes to Our Privacy Policy

We may occasionally change this Privacy Policy. If we make material changes in the way we treat your PII, we will provide notice to you through the services or some other means. Please review the changes carefully. If you agree to the changes, simply continue to use our services. If you object to any of the changes, please delete the services from your devices and stop using the services. Our current Privacy Policy applies to all information that we have about you and your account. Using our services after a notice of changes has been communicated to you or published on our services constitutes consent to the changed terms or practices.