

This Privacy Policy is incorporated by reference into the [Via Terms of Use](#) and the Agreement between Via and Horizons. The terms “**Via**,” “**Company**,” “**we**,” and “**us**” include Via Transportation, Inc. and its affiliates and subsidiaries. The terms “**NTS**,” “**drivers**,” and “**customer**” include Horizons, A Family Services Alliance.

Via Transportation Inc. and its domestic subsidiaries, including Flatiron Transit LLC, Nomad Transit LLC, River North Transit LLC, Greenpoint Transit LLC, and Via Mobility LLC comply with all applicable federal and Iowa privacy laws regarding the collection, use, and retention of personal information from clients of Horizons/NTS. .

This Privacy Policy explains how Via may:

- collect,
- use, and
- disclose information we obtain through the “Service.”

The “**Service**” means any website, mobile application, or Internet service under Via’s control, whether partial or otherwise, in connection with providing Via’s online platform that connects users with vehicle-sharing transportation providers in major cities. Each reservation a user makes with such vehicle-sharing transportation providers on the Service is a “**Reservation**,” and each ride taken through a Reservation is a “**Ride**.” “**Member**” means any such individual who uses the Service to make Reservations and take Rides. .

“**Personal Information**” means information that alone or when in combination with other information may be used to readily identify, contact, or locate members , such as: name, address, email address, or phone number. We do not consider Personal Information to include information that has been anonymized so that it does not allow a third party to easily identify a specific individual.

THE SERVICE COLLECTS YOUR INFORMATION

We collect Personal Information when you:

- register to use the Service;
- use the Service; and
- communicate with us.

We also collect information, such as anonymous usage statistics, by using cookies, server logs, and other similar technology as you use the Service.

Personal Information Collection – Members. You must register to make a Reservation through the Service. To register, you may need to provide Personal Information, such as your name, phone number, email address, billing address, and credit card information. You may also provide other optional information.

Using the Service. We collect information you post through the Service. For example, when you make a Reservation, the Service will collect the information you provide in such submissions, including any Personal Information. We will also store your transaction history.

Making Payments. When you make payments through the Service, you may need to provide Personal Information to our third-party service providers, such as your credit card number. We (or our service providers on our behalf) may store this information for your convenience.

Customer Support. We may collect Personal Information through your communications with our customer-support team.

Location and Other Information from Your Mobile Device. We collect and store your location information if you enable your mobile device to send it to us. We may also collect information that identifies the mobile device you are using. Collection of this information improves the provision of the Service. You may opt-out of location-based services at any time by editing the setting at the device level.

Promotions and Co-Branded Services. We or our advertisers and other business partners may conduct or sponsor special contests, sweepstakes, and other promotions (“Promotions”) that users may enter, register for or otherwise participate in through the Service. Certain of these Promotions may be co-branded with one of our advertisers, business partners, charities, sponsors or other third parties (“Third-Party Partners”). Such co-branded services will identify the Third-Party Partner. In these instances, the Third-Party Partner may collect your Personal Information directly on its website or another online service may collect your Personal Information and share it with us and/or the Third-Party Partner. If you enter a Promotion, your Personal Information may be disclosed to Third-Party Partners or the public in connection with the administration of such Promotion, including, in connection with winner selection, prize fulfillment, and publication of a list of winners, as required by law or permitted by the Promotion’s rules.

Information You Provide About a Third Party. If you use our referral program to tell a friend, relative or someone you know about our Service (a “Referred Person”), we will ask you to provide the Referred Person’s name and e-mail address. We will automatically send the Referred Person an e-mail inviting them to try our Service. We will only email such person one time.

Cookies, Automatic Data Collection, and Related Technologies. The Service and our third-party partners collect and store information that is generated automatically as you use it, including your preferences and anonymous usage statistics. When you visit the Service, we and our third-party service providers receive and record information on our server logs from your browser, including your unique device ID, IP address, and from cookies and similar technology. Cookies are small text files placed in visitors’ computer browsers to store their preferences. We may use information collected through these tracking technologies to remember information so that you won’t have to re-enter it on subsequent visits, to provide and monitor the effectiveness of the Service, to provide custom, personalized content , and to automatically update the Service on your mobile devices . Most browsers allow you to block and delete cookies, though depending on your mobile device you may not be able to delete tracking

technologies from your device. Deleting or blocking cookies and other tracking technology may cause the Service to not work properly.

By using the Service, you are authorizing us to gather, parse, and retain data related to the provision of the Service.

HOW VIA USES YOUR INFORMATION

We use Personal Information to

- facilitate and improve our services; and
- communicate with you.

We may not use aggregate information for any purpose unrelated to our provision of ridership services including for marketing purposes.

Internal and Service-Related Usage. We use information, including Personal Information, for internal and service-related purposes and may provide it to third parties to allow us to facilitate the Service. We may use and retain any data we collect to provide and improve our services.

Communications. We may send email or text messages to the email address or phone number you provide to us to verify your account and for informational and operational purposes, such as account management, customer service, or system maintenance.

Aggregate Data. We may anonymize and aggregate data collected through the Service and use it for any purpose.

VIA MAY DISCLOSE YOUR INFORMATION

We may share your information:

- with NTS only to facilitate your Rides;
- with our third-party service providers;
- with insurance companies, government agencies or law enforcement;
- to comply with legal obligations;
- to protect and defend our rights and property; and
- with your permission.

We do not rent, sell, or share Personal Information about you with other people or nonaffiliated companies for their direct marketing purposes, unless we have your permission.

NTS and Members. When a Member requests a Ride, we may share your first name and last initial and location with an NTS Driver in order to provide the Service. We will not share your e-mail address, phone number or other information without your permission. With respect to NTS Drivers, we may share your name, location and a masked phone number in order to provide the Service. In connection with a Member's request to retrieve a lost and found item from a vehicle, we may share your phone number with NTS. **As Required by Law and Similar Disclosures.** We may access, preserve, and disclose your Personal Information, other account information, and content if we believe doing so is required or appropriate to: comply with law enforcement requests and legal processes, such as a court order or

subpoena or to meet national security requirements; respond to your requests; or protect yours, ours or others' rights, property, or safety.

We may also disclose your Personal Information with your permission.

SECURITY OF YOUR INFORMATION

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us. We do not accept liability for unintentional disclosure.

By using the Service or providing Personal Information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the Service. If we learn of a security system's breach, we will attempt to notify you electronically by posting a notice on the Service and sending written notice to you. You have a legal right to receive this notice under Iowa Code 715C.2. For questions, please notify us at solutions@horizonsfamily.org.

We may retain your information for as long as your account is active and for up to six years after you close your account or it becomes inactive, in accordance with our data retention policy. In certain circumstances, we may retain your information for longer periods of time in order to provide you with services, comply with our legal obligations, resolve disputes and enforce our agreements, in accordance with our data retention policy.

CHILDREN'S PRIVACY

We do not knowingly collect information from children under 13 and we do not want it. We will take steps to delete it if we learn we have collected it.

No part of our Service is directed towards children under the age of 13 and we do not knowingly collect, maintain, or use Personal Information from children under the age of 13. If you learn that your child has provided us with Personal Information without your consent, you may alert us at support@ridewithvia.com. If we learn that we have collected any Personal Information from children under 13, we will promptly take steps to delete such information and terminate the child's account, in compliance with the Children's Online Privacy Protection Act (COPPA).

INTERNATIONAL USERS

By using the Service, you will transfer data to the United States.

By choosing to visit the Service or otherwise provide information to us, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the law of the state of New York and the adjudication of any disputes arising in connection with Via or the Service will be in accordance with the Terms of Use.

If you are visiting from the European Union or other regions with laws governing data collection and use, please note that you are agreeing to the transfer of your information to the United States and processing globally. By providing your information, you consent to any transfer and processing in accordance with this Policy.

YOUR CHOICES FOR LIMITED USE AND DISCLOSURE OF YOUR DATA

You control your account information and settings. You may update your account information and email-communication preferences at any time by logging into the app and changing your settings under Edit Profile.

Communications. You can stop receiving promotional e-mail communications from us by clicking on the “unsubscribe link” provided in such communications. We make every effort to promptly process all unsubscribe requests. You may not opt-out of Service-related communications (e.g., account verification, texts informing you of where your vehicle is located and the status of your live rides, receipts, reminders, changes/updates to features of the Service, technical and security notices).

ACCESSING, UPDATING, OR DELETING YOUR INFORMATION.

If you would like to access, update or correct any information that you have provided to us through your use of the Service or otherwise, or if you would like to delete your personal information maintained by NTS, or if you have suggestions for improving this Privacy Policy, please send an email to solutions@horizonsfamily.org. Upon request, we will take reasonable steps to correct, update, amend or delete your personal information, though we may not be able to permanently delete your personal information in all instances, such as when the information has been shared with third parties.

HOW TO RESOLVE COMPLAINTS

Horizons NTS commits to resolve complaints about your privacy and our collection or use of your personal information. If you have any questions about this privacy policy, the information that we collect from you, or the Services, please contact us at:

Horizons, A Family Service Alliance
Attention: NTS
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Cedar Rapids, IA 52403
solutions@horizonsfamily.org