



PRIVACY POLICY

1. Introduction

Regional Transit Authority d/b/a RIDES (“we,” “our,” or “us”) respects your privacy. This Privacy Policy explains how we collect, use, and protect your information when you interact with our office, including through our website, text messaging (SMS/MMS), and other communications. By using our services or opting in to receive text messages from us, you consent to the practices described in this Privacy Policy.

2. Information We Collect

We may collect the following types of information:

- Personal Information: Name, phone number, email address, service address, and payment details.
- Service Information: Details about your appointment dates and service history.
- Communications Data: Messages you send or receive through our SMS program, including opt-in/opt-out confirmations.
- Website Usage Data: When you visit our website, we may collect non-personal information like IP address, browser type, and pages visited.

3. How We Use Your Information

We use your information to:

- Schedule and confirm appointments.
- Send updates, estimates, and invoices.
- Provide customer support and follow-ups.
- Comply with legal or regulatory obligations. We will never sell, rent, or share your personal information with third parties for marketing purposes.

4. SMS Messaging and 10DLC Compliance

By providing your mobile number and opting in, you agree to receive text messages from Regional Transit Authority d/b/a RIDES related to your transportation services.

- Message Frequency: Varies based on your interaction (e.g., appointment updates).
- Message and data rates may apply
- Opt-Out: You can reply STOP at any time to unsubscribe from future messages.
- Help: Reply HELP for assistance.

Your consent to receive SMS messages is not a condition of any purchase.

5. Data Retention

We retain your personal information only as long as necessary to fulfil the purposes outlined in this Policy, or as required by law. Afterward, your data will be securely deleted or anonymized.

6. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction.

7. Sharing Your Information

We may share limited information with:

- Service providers who assist in delivering our services (e.g., scheduling software, payment processors, SMS platforms).
- Legal authorities when required by law or to protect our rights.
- No mobile information will be shared with Third Parties for marketing/promotional purposes. All Third Parties must comply with privacy and data protection obligations.

8. Your Privacy Rights

Depending on your location, you may have rights to:

- Access, correct, or delete your personal data
- Withdraw consent to marketing communications
- File a complaint with a data protection authority

To exercise these rights, contact us at: kachenbach@nwiarides.org

9. Updates To This Privacy Policy From Time To Time

The updated version will be posted on our website with a new “Effective Date.”

10. Contact Us

Contact us if you have any questions about this Privacy Policy or our practices.

Contact Info:

Regional Transit Authority d/b/a RIDES

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PO Box 1240

Spencer, Iowa 51301

Phone: 712.262.7920

Email: kachenbach@nwiarides.org