

Privacy Policy

Effective Date: June 27, 2022

Last Updated Date: June 27, 2022

This Privacy Policy is incorporated by reference into the Mountain Line Terms of Use. The term “Mountain Line,” “Company,” “we,” and “us” includes Mountain Line and the Missoula Urban Transportation District.

Mountain Line complies with the EU-US Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. Mountain Line contracts app services with Via Transportation Inc., (“Via”), which has certified that it adheres to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability. If there is any conflict between the policies in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program and to view our certification page, please visit <https://www.commerce.gov/page/eu-us-privacy-shield>.

This Privacy Policy explains how Mountain Line 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. “Driver Partner” means any such independent contractor partner who registers with the Service as a third-party transportation provider to provide Rides to Members.

“Personal Information” means information that alone or when in combination with other information may be used to readily identify, contact, or locate you, 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.

Two kinds of users may use the Service, Members and Driver Partners. We collect different types of information from these two types of users.

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.

Personal Information Collection – Driver Partners.

To register as a Driver Partner, you may need to provide Personal Information such as your name, email address, phone number, date of birth, vehicle information, driver's license information, insurance information, banking information and social security number (SSN) in the United States or National ID Number in the European Union. This type of information is collected from Driver Partners to enable our compliance with local and state laws and regulatory requirements applicable to the Service, compliance with tax laws, and to process payments to Driver Partners. Information collected from Driver Partners may be shared with federal and state tax agencies or local regulators as required by law.

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.

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.

Cookies, Automatic Data Collection, and Related Technologies.

The Service and Via collect and store information that is generated automatically as you use it, including your preferences and anonymous usage statistics. When you visit the Service, Via receives and records information on their 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. Via 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, to automatically update the Service on your mobile devices and for other purposes. 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. Although we do our best to honor the privacy preferences of our members, we are not able to respond to Do Not Track signals from your browser at this time.

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

HOW VIA USES YOUR INFORMATION

Via uses Personal Information to

- facilitate and improve its services; and
- communicate with you.
- Via may use aggregate information for any purpose, 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.

Marketing.

We may use information, including Personal Information, to facilitate transmittal of information that may be useful, relevant, valuable, or otherwise of interest to you, and to serve you personalized content that may be relevant to your interests.

Aggregate Data.

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

VIA MAY DISCLOSE YOUR INFORMATION

Via may share your information:

- with our Driver Partners or Members only to facilitate your Rides;
- with our third-party service providers;
- in the context of a Driver Partner referral;
- 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.

Via does 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.

Driver Partners and Members.

When a Member requests a Ride, we may share your first name and last initial and location with a Driver Partner in order to provide the Service. We will not share your e-mail address, phone number or other

information with Driver Partners without your permission. With respect to Driver Partners, we may share your name, location and a masked phone number with a Member 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 a Member. Otherwise, we will not share your e-mail address, phone number or other information with Members without your permission.

We Use Vendors and Service Providers.

We may share any information we receive with vendors and service providers retained in connection with the provision of the Service. Via will share information, including Personal Information, with third-party transportation providers as necessary to provide the Service. If we transfer personal information to a third party, we will take reasonable and appropriate steps to ensure that the third party collects, processes and discloses personal information only for limited and specified purposes. Under Via's Privacy Shield obligations, Via or Mountain Line may be liable if such third parties fail to meet those obligations.

Marketing.

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

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 process, 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.

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 may attempt to notify you electronically by posting a notice on the Service or sending an email to you. You may have a legal right to receive this notice in writing. To receive free written notice of a security breach (or to withdraw your consent from receiving electronic notice), please notify Via at support@ridewithvia.com.

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 info@mountainline.com or alert Via 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 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 Via or Mountain Line, or if you have suggestions for improving this Privacy Policy, please send an email to info@mountainline.com or support@ridewithvia.com. 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

Mountain Line 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:

Mountain Line

1221 Shakespeare Street

Missoula, Montana 59802

info@mountainline.com

Mountain Line takes all concerns about privacy and use of data very seriously, and shall endeavor to reply to you within 45 days of receiving a complaint.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact Via's U.S.-based third-party dispute resolution provider (free of charge) at <https://www.jamsadr.com/file-an-eu-us-privacy-shield-claim>. Under certain conditions specified by the Principles, you may also be able to invoke binding arbitration to resolve your complaint.

Via is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC).

CHANGES TO OUR PRIVACY POLICY AND PRACTICES

We may revise this Privacy Policy, so please review it periodically.

Posting of Revised Privacy Policy.

We will post any adjustments to the Privacy Policy on the Service, and the revised version will be effective when it is posted. If you are concerned about how your information is used, you should read this Privacy Policy periodically.

New Uses of Personal Information.

From time to time, we may desire to use Personal Information for uses not previously disclosed in our Privacy Policy. If our practices change regarding previously collected Personal Information in a way that would be materially less restrictive than stated in the version of this Privacy Policy in effect at the time we collected the information, we will make reasonable efforts to provide notice and obtain consent to any such uses as may be required by law.