

## **NET RMA Privacy Policy**

This policy establishes how the North East Texas Regional Mobility Authority (“NET RMA”) will use information we gather from you about you from your visit to this Site (i.e. [www.netrma.org](http://www.netrma.org)) or any other information about you that you provide via any other form of communication including email, text and telephone. Regardless of the information being transmitted to NET RMA, we will protect all such information consistent with applicable laws. The privacy of our customers is of utmost importance to NET RMA. By using our services or communicating with us, you are agreeing, and hereby agree, to be bound by this privacy policy and any other terms and conditions of use of NET RMA.

## **Notice Regarding Texas Public Information Act**

NET RMA is an independent government agency. As a government entity under Chapter 370 of the Texas Transportation Code, NET RMA is subject to any requests for disclosure under the Texas Public Information Act, Chapter 552 of the Texas Government Code. All information, with certain limited exceptions, provided to NET RMA through the website or otherwise by you may be subject to disclosure to the public upon request.

In compliance with Section 552.137 of the Texas Government Code, other than addresses provided in relation to certain business activities as described in Section 552.137(c), an email address you provide to NET RMA for the purpose of communicating with NET RMA is confidential and may not be disclosed without your permission, except to another governmental body or federal agency.

An Open Records Request form is available on our website via <https://www.netrma.org/assets/OPEN-RECORDS-REQUEST-FORM-Updated-9.6.2023.pdf>

You are entitled to request to be informed about the information that we collect about you. Under Sections 552.021 and 552.023 of the Texas Government Code, you are also entitled to receive and review such information. You are entitled to have us correct any information about you that is incorrect under Section 559.004 of the Texas Government Code.

## **Notice of Monitored Use**

This Site is for authorized use only. This Site is monitored to ensure proper operation, to verify the function of applicable security features, and other similar purposes. Unauthorized access is prohibited. Attempts to access or use this Site for any reason other than its intended purposes are prohibited and may violate the Computer Fraud and Abuse Act of 1986 or other statutes and regulations, which could subject you to civil and criminal liability.

## **The following definitions apply to this Privacy Policy:**

**Aggregate Data** – This is a set of data derived from data concerning a group or category of individuals or vehicles. The data set provides generic summary information about the group or category but does not contain information that would identify a specific individual or vehicle.

**Cookie** – This is a small text file that may be placed or accepted to be placed on your computer to allow us: to collect technical information about your activities on the Site; to make it possible for

you to use our Site to purchase goods or services, such as a tag; or to perform other tasks to facilitate your use of the Site.

Location Data or Location Information - This is mobile device geo-location data, which can be obtained from GPS, cellular, Wi-Fi services, your computer or mobile device IP address. Such data may include your current, past, or future geo-location data that may be contained in your systems, devices or applications. This information also includes the date, time and location of any toll-related transaction, which includes the date, time and location of any vehicle.

Personal Identifying Information (“PII”) - PII identifies or describes a person or can be directly linked to a specific individual. Examples of PII include, but are not limited to, your name, image, likeness, the image of your vehicle, your vehicle’s license plate, billing information, mailing address, billing address, mobile number, telephone number, email address, credit or debit card number, security code and expiration date.

Transaction Data or Transaction Information - Transaction Data or Transaction Information are details relating to the transactions made to use or access NET RMA services or infrastructure.

### **Personal Information Collected**

NET RMA collects information from you when you register, place an order, subscribe to a newsletter or alert, fill out a form, enter information, communicate with us, use this Site or use NET RMA services or infrastructure.

### **How We Use, Share, and Protect Personal Information**

We may use or disclose personal information covered by this Privacy Policy for the purpose for which it was provided, as well as in any manner consistent with this Privacy Policy and law. We acquire, use, share, and exchange personal information to and with third parties for our business operations, collections, security, research, improving our Sites or services, marketing, compliance with law (including the Texas Public Information Act), cooperation with law enforcement, enhancing public safety, protecting our rights or property and the rights or property of others, or communicating with you

We may use this information in the following ways:

- + To allow you to use this Site, our services and our infrastructure.
- + To personalize user’s experience and to allow NET RMA to deliver the type of content and product offerings in which you are most interested.
- + To improve our Site and services to better serve you.
- + To communicate with you about our services, including by sending periodic emails, texts or other alerts regarding important matters, including via text messages to your mobile phone.
- + To process your transactions and collect tolls.

The information you voluntarily provide to NET RMA may be disclosed to a third party for the limited purposes of using your information as set forth above. Otherwise, NET RMA will not disclose your information to a third party unless you agree to its release or unless required by law, court order, or as legally required to do so in connection with law enforcement investigations or other legal proceedings. NET RMA or its third party contractors do not sell, trade, or lease your personal information to anyone.

To protect your personal information from unwanted disclosure, NET RMA takes reasonable steps to secure such data including by storing such data in secured networks that accessible only by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. We employ certain commercially available security measures to secure and protect the information that you provide or that we receive about you. We also require assurances that our service providers will follow industry practice to protect your personal information that we entrust to them.

### **Information Collected and Stored Automatically**

NET RMA may use Cookies collected during your visit to this website for the purpose of facilitating your use of our website and for maintaining statistics concerning your use of our website that will help us make improvements. Technical information collected by Cookies will not be linked to your personal information. Such information will be used to compile Aggregate Data.

### **Log Activity for Statistical Analysis**

NET RMA may use Aggregate Data and provide Aggregate Data to others to generate statistical reports that may be useful to provide improved services and infrastructure. NET RMA also tracks activity on its Site in the form of log files on web servers. These logs may be analyzed by third-party statistical analysis software solutions, including Google Analytics. These files log visitors to the website, usually a standard procedure for hosting companies and a part of hosting services analytics. 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 mouse clicks. This information is used to analyze trends, administer the website, track your movement around the Site, and gather demographic information. IP addresses and other such information are not linked to any information that is personally identifiable. This information is not used to identify you on an individual level.

### **Social Media**

Actions you take using social media may be reflected in a manner visible to others. We may receive personal information from a social media site platform or application when you connect through a social media feed, post content, or otherwise interact with us using social media tools. All non-public information received from social media sites and applications is treated and used in the same manner and for the same purposes as described in this Policy with respect to similar information we obtain through the Sites. In addition, please note that, to the extent permissible under the applicable policies of the social media site, we may re-publish posts from our Sites or Social Media Pages. We reserve the right to delete any posting made by you on our social media platforms.

## **Links to Other Websites**

The NET RMA website may contain links that allow access to third-party websites that are not operated by or controlled by NET RMA. NET RMA is not responsible for the content of any linked websites. Such links are provided only as a convenience.

## **Disclaimers**

Although NET RMA uses reasonable efforts to maintain accurate and current information on this website, NET RMA does not warrant the accuracy or completeness of any information on its website or on any links accessed therefrom; nor does it warrant that such information is current. NET RMA therefore disclaims any such warranties.

## **Children's Online Privacy Protection Act**

Pursuant to the Children's Online Privacy Protection Act ("COPPA"), children under 13 years of age must have permission from a parent or legal guardian before providing personal information to NET RMA. NET RMA's website is not directed to children, and NET RMA does not knowingly collect any PII from children under the age of 13, without parental consent. If NET RMA learns that it has PII on a child under the age of 13 without parental consent, access to that information by the child or any third party will immediately be denied and the information deleted.

## **Request to Delete Personal Identifying Information**

Subject to any laws imposing an obligation on NET RMA to retain your information, you may request that your PII be deleted from our system by contacting us and requesting such deletion. We can be contacted for such a request by sending an email or calling the following:

North East Texas Regional Mobility Authority ("NET RMA")  
1011 Pruitt Place  
Tyler, TX 75703  
PH: 903.630.7894  
Email: [customerservice@netrma.org](mailto:customerservice@netrma.org)  
<https://www.netrma.org/>

## **Effective Date**

This Privacy Policy is effective as of November 1, 2023. We reserve the right to modify this Privacy Policy at any time. You should review the Privacy Policy from time to time to be sure you are aware of the most recent version. This version of the Privacy Policy supersedes and replaces all prior versions.