

1 ATL WEBSITE PRIVACY POLICY

1.1 Policy Applicability

This policy applies to all web services which are provided to the Atlanta-Region Transit Link Authority's customers. Exemptions from this policy will be permitted only if approved in advance and in writing by the Chief Information Officer or Executive Director.

1.2 Policy

ATL web sites should provide a page displaying the following ATL Privacy Policy:

“Thank you for visiting a web site maintained by the Atlanta-Region Transit Link Authority (“ATL” or “We”). Our web sites are designed to make it easier and more efficient for Georgians to interact with their State Government. As with all online resources, we appreciate that many visitors to our sites will be concerned about their privacy. The State of Georgia is committed to preserving your privacy when you visit our sites. This privacy statement addresses the collection, security, and disclosure of information that may be obtained through the use of websites maintained by ATL.

This statement covers the following topics:

- *Information We Collect*
- *Cookies*
- *Disclosure of Information*
- *Security*
- *COPPA*
- *Link Disclaimer*
- *Information Disclaimer*
- *Trademarks, Service Marks, and Copyrights*
- *Usage of this Web Site*
- *Unauthorized Usage*
- *Access to Your Information*
- *Updates*
- *Consent*

INFORMATION WE COLLECT

Personal Information

If, during your visit to a web site maintained by ATL, you voluntarily provide personally identifiable information, we will collect such information. Examples of personally identifiable information may include:

- *An e-mail address if you are communicating to us through e-mail;*
- *Information you voluntarily submit to the State of Georgia for the purposes of completing or submitting a form, order, or request;*
- *Other information volunteered, such as vendor profile/contact information, survey information, or content of e-mail.*

General Information

If you visit a website maintained by ATL to read or download information, we may collect some or all of the following information:

- The name of your domain; for example, "xyzcompany.com" if you use a private Internet access account;*
- an IP address; a number automatically assigned to your computer when you are using the Internet;*
- the type of browser and operating system used to access our site;*
- the Internet address of the web site from which you linked directly to our site;*
- the pages you visit within The State of Georgia's web site(s); and*
- the links made to other web sites through this site.*

ATL gathers and compiles this information to track overall website activity and uses the information for the purpose of determining what information is of most and least interest to all visitors and identifying system performance or problem areas.

In general, please note the information collected, whether or not personally identifiable, is not limited to text characters and may include audio, video and other graphic formats you send us. Information is retained in accordance with existing laws, rules, regulations, and other policies.

Cookies

ATL may occasionally use "cookies" to customize your browsing experience. Cookies are simple text files placed on your hard drive by a website that monitors your usage of that particular site, generally without your knowledge. They provide a method of distinguishing among visitors to the websites, and allowing customized features such as a "shopping cart" feature for online purchasing. Cookies created on your computer by using our websites do not contain personally identifiable information and do not compromise your privacy or security. You can refuse the cookie or delete the cookie file from your computer at any time by using any one of a number of widely available methods.

Disclosure of Information

ATL uses information you voluntarily provide in the development, operation, and marketing of transportation services. It is not the policy of ATL to disclose personal information except when the purpose and manner of the disclosure has been disclosed to you prior to your providing the information, where you have given us permission, or where the information is public information under the Georgia Open Records Act O.C.G.A. § 50-18-70 et seq., or is subject to disclosure under other applicable laws, or when disclosure is required by law. Visitors should be aware that information collected by ATL on its websites may be subject to examination and inspection, if such information is a public record or not otherwise protected from disclosure. Additionally, personally identifiable information may be disclosed if subject to a subpoena or court order issued by a court of competent jurisdiction.

Security

ATL is committed to security. ATL does not retain any personal information transmitted through the use of our site. ATL is a state government agency operated under the State of Georgia. All privacy and security policies of the State of Georgia are applicable.

All online Breeze transactions are processed by MARTA and governed by their policy which can be found at https://www.breezecard.com/privacy_statement.aspx

Children: An Important Notice – Children’s Online Privacy Protection Act

If we choose to collect personal information from children, we will comply with the Children’s Online Privacy Protection Act (COPPA). To find out more about COPPA, please click on the following link: <http://www.ftc.gov/privacy/privacyinitiatives/childrens.html>

Any personal information from a child stored by ATL will be deleted upon written request from the child’s Parent or Legal Guardian. Deletion requests should be addressed to:

Atlanta-Region Transit Link Authority
Legal Department
245 Peachtree Center Avenue, NE, Suite 2200
Atlanta, GA 30303-1223

Link Disclaimer

Websites maintained by ATL may contain links to other websites, including those owned or maintained by other government, private, or not-for-profit entities. Such links are provided for convenience and/or information purposes only. A link does not constitute an endorsement of content, viewpoint, policies, products or services of that website. Once you link to a website not maintained by ATL, you are subject to the terms and conditions of that website, including but not limited to its privacy policy. ATL and their respective employees, officers, and agents shall not be held liable for any losses caused by the reliance upon information accessed from websites whose links are contained herein.

Information Disclaimer

Information provided on websites maintained by ATL is intended to allow the public convenient access to public information. While all attempts are made to provide accurate, current and reliable information we cannot guarantee that the information will be error-free. Therefore, ATL, and their respective employees, officers, and agents expressly deny any warranty of the accuracy, reliability or timeliness of any information published through their websites and shall not be held liable for any losses caused by reliance upon the accuracy, reliability or timeliness of such information. Any person who relies upon such information obtained from these websites does so at his or her own risk.

Trademarks, Service Marks, and Copyrights

All trademarks, service marks or copyrights appearing on this website and other linked websites are trademarks, service marks, or copyrights of their respective owners. Pursuant to 17 U.S.C. Sec. 512(c)(2), notice of claims of copyright infringement should be directed to:

Atlanta-Region Transit Link Authority
Chief Legal Officer
245 Peachtree Center Avenue, Suite 2200,
Atlanta, GA 30303.
Phone: (404) 893-6100
Email: mmandus@srta.ga.gov

Usage of this Web Site

The contents of this web site are published for information purposes only and are subject to change without notice. If services change or ATL opts to use personal information for purposes other than herein described, notice will be provided.

Unauthorized Usage

Unauthorized attempts to upload information or change information of service are strictly prohibited and may be punishable under state and/or federal laws.

Access to Your Information

You may have access to any of the information we collect about you at this site.

Updates

The contents of this website are published for information purposes only and are subject to change without notice. If ATL decides to update our privacy policy, those updates will be reflected on this page. This page was last updated on July 16, 2020.

Consent

By using this website, you consent to the collection and use of information as described above.