



## MOBILE APP PRIVACY POLICY

Last modified: 06/24/2022

### INTRODUCTION

Mesa County respects your privacy and are committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you install, access or use the Mesa County Safe Routes to School App.
- Our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies only to information we collect in this App and in email connection with this App.

This policy DOES NOT apply to information that:

- We collect offline or on any other Company apps or websites, including websites you may access through this App.
- You provide to or is collected by any third party (see "[THIRD-PARTY INFORMATION COLLECTION](#)").

Our websites and apps and these third parties may have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with or use this App. By downloading, registering with or using this App, you agree to this privacy policy. This policy may change from time-to-time (see "[CHANGES TO OUR PRIVACY POLICY](#)"). Your continued use of this App after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

### CHILDREN UNDER THE AGE OF 13

The App is not intended for children under 13 years of age, and we do not knowingly collect personal information from children under 13. We strongly encourage parents/guardians to download and use the App with the child(ren) to ensure the App is being used properly. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. The App will only cache Geolocation for the duration of the trip and is not stored on our servers. If you believe we might have any information from or about a child under 13, please press the 'delete all data button' located at the bottom of the settings page in the application to erase.

### INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect information from and about users of our App:

- Directly from you when you provide it to us.

### INFORMATION YOU PROVIDE TO US.

When you download, register with or use this App, we may ask you provide information:

- By which you may be personally identified, such as name, postal address, email address, telephone number or geolocation ("personal information").

This information includes:

- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.

- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the App.

#### **AUTOMATIC INFORMATION COLLECTION AND TRACKING.**

When you download, access and use the App, it may use technology to automatically collect:

- Usage Details. When you access and use the App, we may automatically collect certain details of your access to and use of the App, including logs and other communication data and the resources that you access and use on or through the App.
- Device Information. We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information and the device's telephone number.
- Location Information. This App collects real-time information about the location of your device. This location information is cached for the duration of the trip you take within the App and deleted when the trip is completed.

If you do not want us to collect this information do not download the App or delete it from your device. For more information, see [“CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION”](#). Note, however, that opting out of the App's collection of location information will cause its location-based features to be disabled.

#### **INFORMATION COLLECTION TECHNOLOGIES.**

The technologies we use for automatic information collection may include:

- Cookies (or mobile cookies). A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our App.

#### **THIRD-PARTY INFORMATION COLLECTION**

When you use the App or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Advertisers, ad networks and ad servers.
- Analytics companies.
- Your mobile device manufacturer.
- Your mobile service provider.

These third parties may use tracking technologies to collect information about our users. This may include information about users' use of this App and other apps and websites to serve them interested-based (behavioral) advertising. We do not control these third parties' tracking technologies or how they may be used.

When we use Google Maps Platform APIs. We may share your information with certain Google Maps Platform APIs (e.g., Google Maps API, Places API). To find out more about Google's Privacy Policy, please refer to the policy here <https://policies.google.com/privacy>. We use certain Google Maps Platform APIs to retrieve certain information when you make location-specific requests. This includes: Usage analytics of the Google Maps API; and other similar information.

For information about how you can opt out of receiving targeted advertising from many providers, see “[CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION](#)”.

## **HOW WE USE YOUR INFORMATION**

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the App and its contents, and any other information, products or services that you request from us.
- Fulfill any other purpose for which you provide it.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.
- To administer prize drawings and competitions.

The usage information we collect helps us to improve our App and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.

We use location information we collect to provide the service within the App.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the App EULA.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Mesa County, our customers or others.

## **YOUR CHOICES ABOUT OUR COLLECTION, USE AND DISCLOSURE OF YOUR INFORMATION**

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- Location Information. You can choose whether or not to allow the App to collect and use real-time information about your device's location through the device's privacy settings. If you block the use of location information some parts of the App may then be inaccessible or not function properly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

## **DATA SECURITY**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. [All information you provide to us is stored on our secure servers behind firewalls

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

## **CHANGES TO OUR PRIVACY POLICY**

We may update our privacy policy from time-to-time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this with a notice that the privacy policy has been updated an in-App alert the first time you use the App after we make the change.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting this privacy policy to check for any changes.

## **CONTACT INFORMATION**

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

SRTS@mesacounty.us

or  
Mesa County  
544 Rood Avenue  
Grand Junction, CO 81501