1. System Name: Oracle SQL database for Capital Bikeshare/Lyft Promotional Offer 2021 [Database - *GENDEV.WMATA.COM, Schema - CABIADM*]

2. System Location: Jackson Graham Bldg., 600 Fifth Street, NW, Washington, DC 20001

3. Categories of Individuals Covered by System: Eligible customers with a virtual SmarTrip® card linked to a registered SmarTrip® account who signed up for Capital Bikeshare co-promotion program

4. Categories of Records in the System: Name; Phone Number; Email Address; Zip Code; Rail/Bus Usage (optional)

5. Principle Purpose: Distribute promotional credit to qualified customers that sign up for the program; evaluate program performance based on geography and rail/bus usage

6. Routine Uses of Records maintained in the System: General Routine Uses A (Disclosure for Law Enforcement Purposes); B (Disclosure Incident to Requesting Information); C (Disclosure to Requesting Agency); E (Disclosure to Congressional/Legislative Offices); H (Disclosure of Contractor, Grantees, and Others); I (Disclosures for Administrative Claims, Complaints and Appeals); and K (Disclosure in Connection with Litigation) apply to this system. Additionally, phone numbers will be shared with Capital Bikeshare/Lyft via a secure file transfer during the promotional period to facilitate distribution of promotional offer to the account linked to that phone number.

7. Policies and practices for storing, retrieving, accessing, retaining and disposing of records in the system:

> **Retrieved by:** Card number; name; phone number; email address; zip code
> **Storage:** Oracle SQL database
> **Safeguards:** Records will be maintained electronically; electronic records are maintained in an access-controlled database
> **Retention and Disposal:** All electronic records will be deleted five years after the program concludes

8. Systems Manager/Administrator: Supervisor of Application and Systems [ITSS]; 600 Fifth Street, NW, Washington, DC 20001.

9. Procedure for Notice, Access, and Contesting: Any individual who wants to know whether this system of records contains a record about him/her, who wants access to his/her record, or who wants to contest the contents of a record, should make a written request to **the Privacy Administrator, Office of General Counsel, 600 Fifth Street, NW, Washington, DC 20001.** Requesters will be required to provide adequate identification, such as a driver's license, WMATA employee ID, contractor identification card, or a government-issued identification document. Requests for correction or amendment must identify the information to be changed and the corrective action sought. Complete Privacy Policy Procedures are set out in WMATA's Privacy Policy Instruction 9.2, current version

which is posted on WMATA's website.

10. <u>Records source categories</u>: Input from eligible customers that sign up for the program