

# PVTA Privacy Policy

March 6, 2026

## Privacy Policy

This Privacy Policy discloses the privacy practices for the Pomona Valley Transportation Authority (“PVTA”) website and related online services (collectively referred to as the “Site”). PVTA is committed to protecting your privacy and safeguarding personal information collected through our Site and transit services.

By accessing or using this Site, you acknowledge that this Privacy Policy is part of our Terms of Use and agree to be bound by its terms and conditions. If you do not agree with this Policy, please do not access or use the Site.

PVTA reserves the right to change this Privacy Policy at any time. Changes will become effective immediately upon posting the revised Policy on this page. Continued use of the Site after changes are posted constitutes your acknowledgment and acceptance of those changes. We encourage users to review this Policy periodically.

## 1. What Information Do We Collect?

In order to provide safe, efficient, and accessible transportation services, PVTA collects two types of information: **Personally Identifiable Information** and **Non-Personally Identifiable Information**.

### Personally Identifiable Information (PII)

Personally Identifiable Information refers to information that identifies you as an individual. We may collect PII when you:

- Apply for or use Dial-a-Ride, paratransit, or other demand-response services
- Register for rider accounts or customer portals
- Submit forms, applications, or eligibility documentation
- Contact us via email, phone, or online forms
- Subscribe to service alerts or newsletters
- Participate in surveys or provide feedback

The information collected may include:

- First and last name
- Mailing address (including ZIP code)
- Email address
- Telephone number
- Date of birth
- Rider identification number
- Emergency contact information
- Limited medical or eligibility documentation as required for ADA or specialized transit eligibility determinations

Some information may be required to process service applications or provide transportation services. If required information is not provided, we may be unable to complete your request.

## Non-Personally Identifiable Information

Non-Personally Identifiable Information does not directly identify you. PVTA may collect:

- Internet Protocol (IP) address
- Browser type
- Device information
- Pages visited on our Site
- Referring and exit URLs
- Date and time of access

This information helps us administer and improve the Site and analyze overall usage trends.

## 2. How Do We Use the Information We Collect?

PVTA does not collect Personally Identifiable Information unless you voluntarily provide it or it is required to deliver transportation services.

We may use your information to:

- Process applications and determine eligibility for services
- Schedule and manage transportation services
- Provide customer service and respond to inquiries
- Send service updates, alerts, or administrative notices
- Improve our services, website functionality, and rider experience
- Comply with federal, state, and local regulations
- Enforce our Terms of Use and other agreements

Non-Personally Identifiable Information may be used for system administration, data analysis, and improving website performance.

## 3. With Whom Do We Share Your Information?

PVTA does **not sell or share personal information for commercial purposes.**

We may share information with:

- Contracted service providers (such as operations contractors, scheduling software vendors, or customer service providers) solely for the purpose of delivering transportation services
- Government agencies or funding partners as required for reporting and compliance purposes
- Law enforcement or judicial authorities when required by law, subpoena, court order, or to protect public safety

All contracted partners are required to maintain confidentiality and safeguard personal information consistent with applicable laws and contractual requirements.

## 4. How Can You Update or Correct Your Information?

You may request access to or correction of your Personally Identifiable Information by contacting PVTA directly.

Please include your name, address, and other identifying information when submitting your request.

Pomona Valley Transportation Authority  
Attn: Sr. Program Manager  
2120 Foothill Blvd. #116  
La Verne, CA 91750

Contact information is also available on PVTA's official website:  
[www.PVTRANS.org](http://www.PVTRANS.org)

While you may request correction of inaccurate information, certain records related to past transactions or services may be retained as required for legal, audit, or operational purposes.

## 5. Your Choices Regarding Communications

PVTA may send service-related communications such as:

- Route or schedule changes
- Service interruptions
- Policy updates
- Eligibility renewal notices

You may opt out of non-essential communications, such as newsletters or promotional information, at any time by contacting us or following unsubscribe instructions included in such communications.

## 6. Security of Your Information

PVTA takes reasonable administrative, technical, and physical safeguards to protect your Personally Identifiable Information.

Security measures may include:

- Password-protected systems
- Secure servers
- Limited employee access to personal data
- Data encryption where appropriate
- Staff training regarding confidentiality

However, no method of transmission over the Internet or electronic storage is completely secure. While we strive to protect your information, we cannot guarantee absolute security.

## 7. Do We Use Cookies?

PVTA may use limited cookies or similar technologies to improve website functionality and enhance user experience. Cookies are small data files stored on your device that help websites remember user preferences and improve performance.

You may configure your browser settings to refuse cookies; however, some portions of the Site may not function properly without them.

## 8. Third-Party Websites

Our Site may contain links to third-party websites. PVTA is not responsible for the privacy practices or content of external sites. Users are encouraged to review the privacy policies of those websites before providing personal information.

## 9. Children's Privacy

PVTA does not knowingly collect Personally Identifiable Information from individuals under the age of 18 without appropriate parental or guardian consent, except where required for service eligibility purposes.

Parents and guardians are encouraged to supervise online activities and contact PVTA if they believe information has been collected from a minor without proper authorization.

## 10. California Privacy Rights and Non-Discrimination

California residents may have certain rights regarding their personal information under the \*\*California Consumer Privacy Act and other applicable California privacy laws.

These rights may include:

- The right to request access to the personal information PVTA collects about you
- The right to request correction of inaccurate personal information
- The right to request deletion of personal information, subject to certain legal exceptions
- The right to know what categories of personal information are collected and how they are used
- The right not to be discriminated against for exercising privacy rights

### Non-Discrimination Statement

PVTA will not discriminate against any individual for exercising their privacy rights under applicable California privacy laws. PVTA will not deny services, charge different prices, or provide a different level or quality of service because an individual exercised their privacy rights, except where permitted by law.

To submit a privacy-related request, please contact PVTA using the contact information provided below.

## **11. Questions About This Privacy Policy**

If you have any questions regarding this Privacy Policy or PVTA's data practices, please contact:

Pomona Valley Transportation Authority  
Attn: Sr. Program Manager  
2120 Foothill Blvd. #116  
La Verne, CA 91750

Contact information is also available on PVTA's official website:

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