

Privacy Policy

Introduction

Thank you for visiting the website of Greenville Area Transit (“GREAT”), the Transit Division of the City of Greenville Public Works Department. This website is designed to make it easier and more efficient for individuals and businesses to interact with GREAT. The City of Greenville (GREAT) recognizes the importance of protecting the privacy of individuals and businesses who visit this website.

Consistent with the provisions of the Internet Security and Privacy Act, the Freedom of Information Law, and the Personal Privacy Protection Law, this policy describes the GREAT privacy practices regarding information collected from users of this website. This policy describes what information is collected and how that information is used. Because this privacy policy only applies to this website, you should examine the privacy policy of any website that you access using this website.

For purposes of this Privacy Policy, “personal information” means information concerning a natural person that, because of a name, number, symbol, mark or other identifier, can be used to identify that natural person.

GREAT only collects personal information when you provide that information voluntarily by sending an e-mail or by initiating an online transaction, such as a survey, purchase, registration, or order form.

Information Collected Automatically When You Visit This Website

When visiting this website GREAT automatically collects and stores the following information about your visit:

- i. The Internet Protocol Address and domain name used, but not the e-mail address. The Internet Protocol Address is a numerical identifier assigned either to your Internet service provider or directly to your computer;
- ii. The type of browser and operating system you used;
- iii. The date and time you visited this site;
- iv. The web pages or services you accessed at this site;
- v. If you downloaded a form, the form that was downloaded,

None of the foregoing information is deemed to constitute personal information.

The information that is collected automatically is used to improve this website's content and to help GREAT understand how users are interacting with the website. This information is collected for statistical analysis, to determine what information is of most and least interest to our users, and to improve the utility of the material available on the website. The information is not collected for commercial marketing purposes and GREAT is not authorized to sell or otherwise disclose the information collected from the website for commercial marketing purposes.

Cookies

Cookies are simple text files stored on your web browser to provide a means of distinguishing among users of this website. The use of cookies is standard practice among Internet websites. The GREAT site uses "session cookies" to enhance or customize their visit to this website. Session cookies can be created automatically on the device you use to access this website. These session cookies do not contain personal information and do not compromise your privacy or security. We may use the cookie feature to store a randomly generated identifying tag on the device you use to access this website. A session cookie is erased during operation of your browser or when your browser is closed.

If you wish, you may complete a registration to personalize this website and permit a "persistent cookie" to be stored on your computer's hard drive. This persistent cookie will allow the website to recognize you when you visit again and tailor the information presented to you based on your needs and interests. GREAT will use persistent cookies only with your permission.

The software and hardware you use to access the website allows you to refuse new cookies or delete existing cookies. Refusing or deleting these cookies may limit your ability to take advantage of some features of this website.

Information Collected When You E-mail this Website or Initiate an Online Transaction

During your visit to this website, you may send an e-mail to GREAT. Your e-mail address and the contents of your message will be collected. The information collected is not limited to text characters and may include audio, video, and graphic information formats included in the message. Your e-mail address and the information included in your message will be used to respond to you, to address issues you identify, to improve this website, or to forward your message to another State agency for appropriate action. Your e-mail address is not collected for commercial purposes and GREAT is not authorized to sell or otherwise disclose your e-mail address for commercial purposes.

During your visit to this website, you may initiate a transaction such as a survey, purchase, registration, or order form. The information, including personal information, volunteered by

you in initiating the transaction is used by GREAT to operate GREAT programs, which include the provision of goods, services, and information. The information collected by GREAT may be disclosed by GREAT for those purposes that may be reasonably ascertained from the nature and terms of the transaction in connection with which the information was submitted.

GREAT does not knowingly collect personal information from children or create profiles of children through this website. Users are cautioned, however, that the collection of personal information submitted in an e-mail or through an online transaction will be treated as though it was submitted by an adult, and may, unless exempted from access by federal or State law, be subject to public access. GREAT strongly encourages parents and teachers to be involved in children's Internet activities and to provide guidance whenever children are asked to provide personal information online.

Information and Choice

As noted above, GREAT does not collect any personal information about you during your visit to this website unless you provide that information voluntarily by sending an e-mail or initiating an online transaction such as a survey, purchase, registration, or order form. You may choose not to send us an e-mail, respond to a survey, or complete an order form. While your choice not to participate in these activities may limit your ability to receive specific services or products through this website, it will not prevent you from requesting services or products from GREAT by other means and will not normally have an impact on your ability to take advantage of other features of the website, including browsing or downloading most publicly available information.

Disclosure of Information Collected Through This Website

The collection of information through this website and the disclosure of that information are subject to the provisions of the Internet Security and Privacy Act. GREAT will only collect personal information through this website or disclose personal information collected through this website if the user has consented to the collection or disclosure of such personal information. Participation in an online transaction resulting in the disclosure of personal information to GREAT by the user, whether solicited or unsolicited, constitutes consent to the collection and disclosure of the information by GREAT for the purposes reasonably ascertainable from the nature and terms of the transaction.

However, GREAT may collect or disclose personal information without user consent if the collection or disclosure is: (1) necessary to perform the statutory duties of GREAT, or necessary for GREAT to operate a program authorized by law, or authorized by state or federal statute or regulation; (2) made pursuant to a court order or by law; (3) for the

purpose of validating the identity of the user; or (4) of information to be used solely for statistical purposes that is in a form that cannot be used to identify any particular person.

Further, the disclosure of information, including personal information, collected through this website is subject to the provisions of the Freedom of Information Law and the Personal Privacy Protection Law. GREAT may disclose personal information to federal or state law enforcement authorities to enforce GREAT' rights against unauthorized access or attempted unauthorized access to GREAT' information technology assets or against other inappropriate use of this website.

Retention of Information Collected Through this Website

Information collected through this website is retained in accordance with the City of Greenville records retention schedule and applicable law. In general, internet service logs created to monitor access and use of GREAT services are retained consistent with operational and backup procedures. Records and personal information submitted via e-mail or online transaction forms are retained according to the records retention schedule for the program unit that received the information. For details regarding specific retention schedules, please contact the GREAT privacy contact listed below.

Access to and Correction of Personal Information Collected Through this Website

Any individual may submit a written request to GREAT to determine whether personal information about that individual has been collected through this website. Requests must be made in writing to the address below and include reasonable proof of identity.

Reasonable proof may include verification of a signature, inclusion of an identifier known only to the requester, or other appropriate identification.

GREAT will, within a reasonable timeframe after receipt of a proper request, either: (i) provide access to the personal information; (ii) deny access in writing with an explanation; or (iii) acknowledge receipt of the request and state the approximate date when the request will be granted or denied. If access is provided, the requester will be informed of any rights to request amendment or correction of personal information, and the procedure to do so.

Confidentiality and Integrity of Personal Information Collected Through this Website

GREAT is committed to protecting personal information collected through this website against unauthorized use, access, or disclosure. Consequently, GREAT limits employee access to personal information collected through this website to only those employees who need access to the information in the performance of their official duties. Employees who have access to this information are required to follow appropriate procedures in connection with any disclosures of personal information.

In addition, GREAT has implemented procedures to safeguard the integrity of its information technology assets, including but not limited to, prompt installation of security patches and updates to server operating system and software and monitoring of server to detect access violations. Remote access to the server to the server for system administration is accomplished via encrypted protocols. The log files are reviewed for potential access violations. These security procedures have been integrated into the design, implementation, and day-to-day operations of this website as part of our continuing commitment to the security of electronic content as well as the electronic transmission of information.

For website security purposes and to maintain the availability of the website for all users, GREAT employs software to monitor traffic to identify unauthorized attempts to upload or change information or otherwise damage this website.

Disclaimer

The information provided in this privacy policy should not be construed as giving business, legal, or other advice, or warranting as fail proof, the security of information provided through this website.

Links

In order to provide users with certain information, GREAT provides links to the websites of other organizations. A link does not constitute an endorsement of the content, viewpoint, accuracy, opinions, policies, products, services, or accessibility of that website. Once you link to another website from this website, including one maintained by the State, you are subject to the terms and conditions of that website, including, but not limited to, its internet privacy policy.

Contact Information

For questions or requests concerning this Privacy Policy or GREAT's information practices, please contact:

Greenville Area Transit (GREAT)

Location: 600 South Pitt Street, Greenville, NC 27834

Mailing Address: City of Greenville, GREAT Bus System, P.O. Box 7207, Greenville, NC 27835-7207

Phone: 252.329.4532.

Fax: 252.329.4535

Mobile Application Privacy Policy

Effective: October 2025

Applicability of This Privacy Policy

This Privacy Policy applies only to the information we, Greenville Area Transit (GREAT), collect, store, or use via the GREAT Mobile Application, and not to any information that we collect through other methods or sources. We may amend this policy at any time by posting a revised version on our website. The revised version will be effective at the time we post it.

By downloading, installing, or using the GREAT Mobile Application, you accept and agree to be bound by this Privacy Policy and any other applicable terms, and you consent to the processing of your information as set forth in this Privacy Policy.

The Information We Collect

Location Services. Some of our services require your location information in order for the feature to work, and therefore make use of location-based data. When you use one of our location-based services, we may collect and process information about your actual location, not to identify you.

Log Information. When you use the GREAT Mobile Application, we may collect and store certain non-personal information in server logs including but not limited to device information, date and time stamps, and activity such as nearest bus stop locator requests, where's my bus requests, plan my trip information, and location information.

Account and Transaction Data. If you register an account or purchase fares or passes through the app, GREAT and its service providers may collect your name, email address, billing information, transaction history, and Stored Value account activity.

Use of the Collected Information

We may use information collected through the GREAT Mobile Application in a number of ways, including:

- To furnish you with services or information you have requested, or for other purposes disclosed when you submit your information using the GREAT Mobile Application;
- To improve the content and functionality of the GREAT Mobile Application;
- To assess the performance of the GREAT Mobile Application and provide technical support;

- To assist us in marketing and advertising our services; and
- To prevent and detect fraud and other misuse of the GREAT Mobile Application.

Protecting Your Information

GREAT will maintain appropriate safeguards to protect against the loss and misuse of any customer information under GREAT's control. While we have implemented commercially reasonable safeguards to protect personal information that we collect and store, no data security safeguards are foolproof. Please be aware that the transmission of information over wireless networks is not inherently secure, and although we endeavor to provide reasonable security measures, no security systems can prevent all potential security breaches.

Sharing Your Information

We may disclose information where we are required to do so by law, for example, in response to a court order or a subpoena. To the extent permitted by applicable law, we also may disclose collected information in response to a law enforcement agency or other public agency (including schools or children services) request or if we feel that such disclosure may prevent the instigation of a crime, facilitate an investigation related to public safety, protect the security or integrity of our website and the GREAT Mobile Application, or enable us to take precautions against liability. We may also disclose information if GREAT is involved in a merger, acquisition or sale of all or a portion of its assets.

Opt-Out Information

You can stop all collection of information by the GREAT Mobile Application by uninstalling the GREAT Mobile Application from your mobile device. You may use the standard uninstall processes as may be available as part of your mobile device.

Children's Guidelines

GREAT does not specifically target the GREAT Mobile Application to children under 13 years old. If you are under the age of 13 you may use the GREAT Mobile Application only with the permission and under the supervision of a parent or guardian. If a parent or guardian becomes aware that a child has provided us with information without their consent, please contact us at 252-329-4532.

Changes to This Policy

If we decide to change our privacy policy, we will post those changes on this page. This policy was last modified on 10 October 2025.

Contacting Us

If you have questions or concerns about this Privacy Policy, please contact:

Greenville Area Transit (GREAT)

Location: 600 South Pitt Street, Greenville, NC 27834

Mailing Address: City of Greenville, GREAT Bus System, P.O. Box 7207, Greenville, NC 27835-7207

Phone: 252.329.4532.

Fax: 252.329.4535