

Privacy

It is very important for Arriva to handle the personal data of our passengers and the visitors of the website with due care. In this privacy statement, you can read how we process personal data and for which purposes we use them.

What is personal data used for?

Arriva processes personal data for three reasons:

- To implement an agreement
- For a justified (business) interest
- or in cases where you have given us permission to use it

Sometimes it is necessary for Arriva to request your personal data for the proper performance of the service. If this data is not available, Arriva may not be able to perform the service properly.

Where and why does Arriva process your personal data?

- For the performance of our services and the payment for these services, for example when our products and subscriptions are purchased. If another party performs the transport, Arriva only provides necessary personal data to this party.
- When you contact Arriva by telephone, e-mail, chat, social media, contact form, questionnaires, competitions or (panel) surveys. Or when you use our (mobile) websites and apps, when you log into your account and when you sign up for newsletters.
- To inform you about (new) products and/or services of Arriva. This can take place via
 - o our web shop
 - o our stores
 - o customer service
 - o (ticket)machines
 - o our (mobile) websites and apps
 - o social media campaigns
- The information provided is based on your preferences, general travel data, stated interests and the use of our (mobile) websites and apps.
- For (internal) analyses used for:
 - o process improvement
 - o capacity utilization, planning and deployment of equipment
 - o to develop products and services
 - o marketing research
 - o historical, statistical purposes
- If you have given permission to receive the newsletter and/or special offers from Arriva. You can always withdraw your permission by means of the unsubscribe link available in every news letter or e-mail.
- To handle and return found objects
- To process questions and complaints regarding Arriva and to process and settle any disputes between you and Arriva. Correspondence may also be used for evaluation purposes and to improve the quality of the services as well as for training, coaching and assessment purposes
- To settle damage claims
- To process your application via www.werkenbijarriva.nl

Social Media

Arriva likes to talk to its passengers, customers, users of apps and visitors of the website. Arriva follows and participates in discussions on the internet and social media channels such as Facebook, Twitter and blogs. Arriva provides useful information and answers relevant questions via the web and social media. It is possible that Arriva records (personal) data, for example when customer service responds to a question or handles a complaint. This personal data is processed in accordance with this privacy statement. Arriva is not responsible for the content of other users of social media or how they treat personal data.

Arriva apps

Arriva provides some of its services through apps. Arriva may request permission to access and process certain personal data for the proper functioning of the app. The collection and processing of this data via apps is also governed by this privacy statement.

Cookies

Arriva uses cookies when it provides its services. These are small files with data that are either stored on the hard disk of your computer, or present in the session of your browser. Arriva places cookies that are necessary for the proper functioning of its website or for providing a requested service. Where tracking cookies intended for marketing purposes are used, prior permission is requested from the visitor of the website.

You can prevent the use of cookies by not accepting cookies and/or by deleting all cookies already placed. Please consult the help function of your browser to see how you can do this. Arriva cannot guarantee that the website or electronic services work properly without cookies. Some functions may be lost or you may not be able to view parts of it at all.

Google Analytics

The services and websites of Arriva may also use Google Analytics. This is a service of Google to collect detailed statistics from for instance a website. Arriva uses Google Analytics to keep track of how visitors use the website and improve it this way. Google may provide this information to third parties if Google is legally required to do so, or insofar as these third parties process the information on behalf of Google. We have no control over this. Your IP address is emphatically not provided. Arriva has not given Google permission to use any information obtained by it for other Google services. Google is affiliated to the Privacy shield program of the US Department of Commerce. This means that an appropriate level of protection is in place for the processing of any possible personal data.

Other websites

You may find links to other websites on the websites of Arriva. Arriva is not responsible for how these external parties treat your data. Read the privacy statement of the website you visit.

Information management

Arriva and other public transport companies want to ensure that public transport is as efficient and effective as possible. That is why public transport companies have an interest in understanding passengers' travel patterns. This insight is also important for third parties, such as authorities responsible for (public) transport who are committed to improving passenger services.

We obtain this insight through statistical research. Arriva and other public transport companies (jointly referred to as: "we" or "us") have jointly decided which personal data may be used to gain this insight and how this personal data may be used. We also call this information management. These agreements are laid down in a Collaboration Agreement between public transport companies.

Which personal data do we use?

We have decided that in order to conduct statistical research of passengers' travel patterns, only so-called transaction data may be used, and not customer data such as your name or date of birth.

Transaction data is generated when you check in and out with your OV chip card and this data is read using the chip ID in your card. This data is used to process your travel transactions. This is done by Trans Link Systems BV (hereinafter: "Translink"). You can find the transaction data in the transaction overview of your OV chip card.

Under the privacy legislation, we may also use transaction data for statistical research for the reasons listed in our Privacy Statement.

We store the transaction data for statistical research in a separate database at Translink. Before we store it in the database, we have the data pseudonymised. During this pseudonymisation process, the identifying characteristics in the data are encrypted. This means that the data cannot be traced back to a person without additional information. Once the data has been pseudonymised, research files are created under the management of Translink. These are sets of statistical data. Using these aggregated statistical research files, Translink or other specialised companies can create information products. The research files and information products contain no personal data.

Central point of contact

We have set up a central point of contact where you can ask all your questions about the processing of your data for the compilation of research files and information products. You can contact Translink via privacy@ov-chipkaart.nl. You can also submit a request to Translink to exercise your rights.

If you do not want us to use your transaction data for statistical research of travel patterns, you can indicate this by email. To this end, you can send an email to Translink via privacy@ov-chipkaart.nl. Mention your card number in the e-mail and state clearly that you object to the use of the transaction data linked to the stated card for statistical purposes.

With whom do we share data?

Your data is processed by Translink on our instructions. We have made agreements with Translink about this in a processing agreement, for example in regard to security and the separate storage of data.

Translink engages a party to pseudonymise the transaction data. Because of the pseudonymisation it is more difficult to link the data to people. Translink subsequently compiles aggregated statistical research files that are no longer traceable to persons.

Based on the research files, Translink or other specialised companies can create information products. For example, they can indicate trends in passenger flows, which can be used to determine where new public transport routes should be introduced. We can pass on these types of information products to government agencies and to third parties with responsibilities in the field of (public) transport and the improvement of passenger services. The information products do not contain any personal data.

We will not pass on your personal data to any (legal) persons outside the European Economic Area for this purpose.

How long do we keep your data?

We store the transaction data and the pseudonymised transaction data for a maximum of 18 months after your trip.

Camera footage and sound recordings

Arriva has equipped all vehicles, both bus and train, as well as its premises and buildings with camera surveillance, including sound recordings. The camera footage and sound recordings are only kept for a short time and are only read out in case of an incident. The use of camera surveillance systems increases the safety of our staff, our passengers and all the other people and resources in Arriva's care. In the event of an incident, Arriva can make the camera footage and sound recordings available to the police and the judicial authorities within the statutory parameters to support the reporting of a criminal offense.

How long does Arriva store your data?

Arriva does not store your data any longer than is necessary for the purpose for which it was collected and never longer than is legally permitted. How long certain data is stored depends on the nature of the data and the purposes for which it is processed.

What are your rights?

You have the right to view your own personal data. If any data is incorrect, you can have it corrected. You are also entitled to data transfer. This means that you can have data processed by Arriva transferred to another party. Do you want your data at Arriva removed? This is possible when you no longer have any (financial) obligations towards Arriva.

Amendments

Arriva reserves the right to amend the privacy statement. Please check this page regularly to see if there are any changes. If Arriva implements an important change in the manner in which we process your personal data, we will make this known via website(s) and newsletters.

Contact

If you have any questions or comments about this privacy statement, or if you have a complaint about the way in which Arriva processes your data, please contact us via the contact details below. You can also use these contact details if you have any questions about the (possible) processing, adaptation, supplementing or deletion of your data.

Arriva Personenvervoer Nederland B.V.

- 0800 - 0232545
- klantenservice@arriva.nl

If you believe Arriva has not acted correctly in response to your comment or complaint, you can submit a report to the Dutch Data Protection Authority via www.autoriteitpersoonsgegevens.nl