

1. System Name: Microsoft SQL database for Capital Bikeshare/Lyft Promotional Offer 2022-2025 (Database - [webdb].[events].[bikes_cabi])
2. System Location: CTF Data Center and Equinix Data Center
3. Categories of Individuals Covered by System: Eligible customers with a mobile SmarTrip® card who signed up for Capital Bikeshare co-promotion program between January 1, 2022, through June 30, 2025.
4. Categories of Records in the System: Mobile SmarTrip® Card Number; Phone Number; City/County; Rail/Bus Usage (if provided at sign-up).
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**: Mobile SmarTrip® card number; city/county; phone number.
 - 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: Manager of Application Systems [ITSS]; 300 7th Street, SW, Washington, DC 20024.
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, 300 7th Street SW, Washington, DC 20024**. 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, the current version of which is posted on WMATA's website.
10. Records source categories: Input from eligible customers that sign up for the program