

1. System Name: Amplify Panel (Panel of WMATA customers who provide Metro with feedback on Metro programs/services including operations, fares, customer service policy, etc.)
2. System Location: Third party provider location: 2 Bloor Street East Suite 1700 Toronto, ON M4W 1A8 Canada. All records accessed electronically at Jackson Graham building, 600 Fifth St NW, Washington, DC 20001.
3. Categories of Individuals Covered by System: Customers who sign-up at amplifybymetro.com to become panel members who will provide input to Metro on a variety of matters.
4. Categories of Records in the System: Name, Jurisdiction, Zip code, Birthdate, Age, Income, Race/Ethnicity, Employment Status, Frequency of using Metro services, Metrorail lines most often used, Metrobus Service sector, Gender, and Email.
5. Principle Purpose: To obtain opinions, behaviors, and attitudinal responses to Metro services and to maintain constant engagement with customers in order to gather information on on-going Metro services for use in improving all WMATA programs/services.
6. Routine Uses of Records maintained in the System: General Routine Uses: Uses: A (Disclosure for Law Enforcement Purposes); B (Disclosure Incident to Requesting Information); C (Disclosure to Requesting Agency); H (Disclosure of Contractor, Grantees, and Others); I (Disclosures for Administrative Claims, Complaints and Appeals); and K (Disclosure in Connection with Litigation).
7. Policies and practices for storing, retrieving, accessing, retaining and disposing of records in the system:

Retrieved by: Last name, Email address

Storage: Electronic database

Safeguards: User ID and Password Protected

Retention and Disposal: Active for the duration of a participant's registration in the panel. Upon removal or attrition (option to leave) records are archived indefinitely.

8. Systems Manager/Administrator: Electronic access by Jason Minser, Director of Customer Research, Office of Customer Research, Jackson Graham building, 600 Fifth St NW, Washington, DC 20001. Third party provider processing the data is Vision Critical Communications, Inc. 2 Bloor Street East Suite 1700 Toronto, ON M4W 1A8 Canada

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 Systems Administrator, Jason Minser, or 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, 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. Third parties requesting access to records about individuals must provide a notarized authorization form the records subject or must serve a judge-signed court order or subpoena on the Systems Administrator. Complete Privacy Policy Procedures are set out in WMATA's Privacy Policy Instruction 9.2/2, which is posted on WMATA's website (http://www.wmata.com/about_metro/privacy.cfm?).

10. Records source categories: Customers who register at amplifybymetro.com or navigate to amplifybymetro.com by going through the WMATA website or other electronic channel.