

1. System Name: Microsoft SQL database for Capital Bikeshare/Lyft Promotional Offer 2022-2027 (Database - [webdb].[events].[bikes_cabi])
2. System Location: Records are maintained in WMATA-owned or contractor-operated information systems, including authorized cloud-based environments (e.g., Software-as-a-Service, Platform-as-a-Service, and Infrastructure-as-a-Service). Data may be stored at WMATA facilities and at approved service provider locations.
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, 2027.
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 Use A (Disclosure for Law Enforcement Purposes);
 - General Routine Use B (Disclosure Incident to Requesting Information);
 - General Routine Use C (Disclosure to Requesting Agencies);
 - General Routine Use D (Disclosure to Congressional Offices or Offices of Elected Officials in the Transit Zone);
 - General Routine Use E (Disclosure to Courts or Administrative Bodies);
 - General Routine Use F (Disclosure to Contractors, Grantors, Grantees, Federal Government Agencies, and Others);
 - General Routine Use G (Disclosure for Administrative Claims, Complaints, and Appeals);
 - General Routine Use H (Disclosure in Connection with Litigation);
 - General Routine Use I (Disclosure to WMATA Unions);
 - General Routine Use J (Disclosure to the Government Accountability Office (GAO), Federal Transit Administration (FTA), or Other Government Oversight Agencies); and
 - 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 personnel 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.