**Privacy Policy -Ride Mobility**

**Passenger Application**

**\*\*\* The text below applies equally to all sexes and genders, and uses masculine pronouns for convenience only \*\*\***

**Under 18? The text below may be a little complex. Please consult a responsible adult before using the Application**

1. **General**
   1. Dear passenger! Ride Mobility Ltd. (the "**Company**") is a service provider for companies seeking to provide efficient, optimal and modern transportation services to their employees. In the framework of its services, the Company collects information about users, passengers and drivers (hereinafter together the "**Services**" and "**End Customers**" or "**Users**", respectively). The Company respects your privacy, as well as the privacy of all Users of the application operated by the Company (the "**Application**").
   2. The purpose of this Privacy Policy is to specify what information of yours is collected while using the Application, as well as to review how the Company uses the information provided to it or collected by it as part of the Services.
   3. The terms of the Privacy Policy listed below form an integral part of the **terms of use** of the Application (the "**Terms of Use**"). The Company may from time to time change the Privacy Policy and Terms of Use, jointly or severally, to reflect technological, business, legal or regulatory changes. Updates regarding the Privacy Policy will be published in this document, which may be found in its updated format in the Application. **Use of the Application is subject to its current Privacy Policy and will indicate your consent to the Privacy Policy as well as changes to it - therefore we recommend reviewing the Privacy Policy from time to time.**
   4. All definitions and terms in the Privacy Policy will have the same meanings as in the Terms of Use, unless the context otherwise requires.
2. **Data Collection**
   1. You may be required to register and/or submit personal information in order to use the Application, or parts of it. The following is a list of the types of information that will be collected about you and stored in the Company's databases:
      1. First name, last name, contact information, photo .
      2. Pick-up and drop-off locations, your related workplace, and data that will be collected using the cellular device and/or vehicle locator.
      3. Technical information about the end device you use, such as: IP address, Application usage habits, including information about incomplete actions within the Services [such as filling out a form or stopping a process in the middle, clicking on banners, etc. (all together form part of the information collected)].
   2. **It is clarified that you are not obliged to provide these details by law, and their provision is based on your free will and consent.** However, please note that without providing certain details (for example, without entering identifying information when connecting to the Services), we will not be able to provide you with the Services offered, in part or in full.
   3. **Only correct, reliable, and accurate information should be provided and/or updated in the Application, on your behalf only and for yourself, and not on behalf and/or for third parties, except in cases where you have been authorized to do so, explicitly and in writing.**
3. **Purposes and Use of the Information**
   1. The information that will be provided and/or collected about you is intended for the purpose of providing the Services. The information will also be used by the Company for research, statistics, processing, analysis and characterization of the information, for the benefit of improving the Services, their optimization and development, for the purpose of tailoring the Service to you and for mailing tailored to you. The information will also be used to generate statistics or anonymous data that will not identify you, which may be used for commercial or marketing purposes.
   2. The information will be used to improve, enrich or change the Services and content offered within the Application, detecting issues and resolving them, for the purposes of direct mail, to streamline and manage the relation with you, and to conduct surveys regarding the Services offered by the Company, anyone on its behalf and/or on by third parties associated with the Company in the agreement.
   3. Without derogating from the above, subject to the provision of contact information, the Company may send, from time to time, mailings, e-mails, text messages, chats and/or other means of communication. You will of course be entitled to request the cessation of the receipt of such information, by getting in contact in accordance with the details found at the end of this policy, or by removing yourself from the mailing list, in accordance with the provisions of the message which will be sent to you. **It is clarified that if you request to stop receiving this mailing**, and in light of the nature of the Service, we may not be able to allow you or your employer the Services offered, in whole or in part (for example, we will not be able to send a message that is necessary for the collection service itself).
4. **Cookies**
   1. The Application uses digital identifiers, cookies and the like - such as cookies pixels, (hereinafter collectively "**Cookies**"), for the purpose of its regular and proper operation, for security purposes, and to collect statistics about the use of the Application, to make decisions about you and/or your activity, for the purpose of verifying details and identification, preventing fraud and scams, for improving the browsing experience and use of the Application, and for the purposes listed in Section 3.
   2. Cookies, in general and in essence, are text files that the User's browser creates on command from the Company's computers. Some Cookies expire when you close the browser or relevant application, while others are stored on your computer's memory. The Cookies contain and collect a variety of information such as the pages you have visited, the length of time you have been on the Application, your IP address, the characteristics of your device, and more. The Cookies may also store information about your browsing habits on other sites and/or applications, including sites and/or applications which you have used, and any other action performed on them. The information in Cookies is encrypted, and the Company takes precautionary measures to ensure that only the Company's computers or anyone on its behalf can read and understand the information stored in them.
   3. Cookies may be from third parties - for example Google Cookies which are embedded while using Google Analytics and/or Facebook tools, which help us to tailor the browsing or usage experience to you, and draw statistical insights regarding all uses of the Application.
   4. For more information on the use of Cookies by third parties, you can contact:

<https://www.google.com/policies/privacy> [www.facebook.com/policies/cookies](http://www.facebook.com/policies/cookies)

* 1. If you wish to not use these or similar tools, you can contact one of the following addresses: http://www.aboutads.info/choices or http://www.youronlinechoices.eu/ and remove yourself from the selected services, as well as change the settings of the browser you are using, where you can block the use of Cookies. In this case, some services, in whole or in part, may not function properly (for example, auto-detection, usage preferences, or sample language may not be preserved). Changing such browser settings is solely your responsibility.

**Access and Use of Information**

* 1. You may be asked to authorize access to certain services from your device in order to perform certain operations and to enable the provision of the Service. These authorizations include, but are not limited to:
* **Access to location data** - so that we can provide you with the Service in accordance with your location.
* **Access to text messages** - for the purpose of verifying your identity by reading the verification code sent to you by SMS from the Company and/or its suppliers in the form of providing the Service. As well as for updates regarding the provision of the Service.
* **Push notification services** - so that you can receive push notifications about a variety of actions related to the shuttle service or future services.
* **Access to device/identifiable data** - for creating a unique ID in the registration for various services, identification and authentication - and for the protection of your privacy.
* **Access to calendar** - so that we can improve the shuttle service so that it will be adapted to your schedule.
* **Access to your photo gallery** - to enable the uploading of a photo ID for verification by the shuttle service providers when providing the Service.
  1. You do not have to approve these Services, and you can also block access to them through your device, but denying such access may result in you not being able to receive the Services, in whole or in part.
  2. Please note that the information, including location data, will be available to the Company and your employer or anyone acting on its behalf in real time and retroactively for the purpose of analyzing and drawing conclusions regarding the Service.
  3. The Company may use the information to make decisions in relation to you or others, in matters of Service optimization for the employer, including estimating travel times, pickup hours and the like. In addition, the information may be used for the purpose of making recommendations, preventing fraud, securing the Services, operational purposes, detecting fraud and/or other illegal activity, securing the Services, and contacting you.
  4. The Company may send you operational notices, alerts and updates in various ways, including by email or text messages, such as a message containing an identification code to access the Application, or to recover a password, or messages regarding your actions, action performance confirmations or instructions and various uses of the Services.
  5. As part of the Company's Services, advertisements and/or various links to websites and/or external applications may appear. Clicking on the link will be at your sole risk and responsibility, as you will exit the Company's Application and be directed to an external website and/or application, and will be subject to its terms, including its privacy policy. From that point on, the Company will have no control over what happens to your information, and therefore will not be held responsible for it.

1. **Providing Information to a Third Party**
   1. The Company may transfer information about you to third parties from time to time, as set forth below or in any other case in which its transfer will be required:
      1. **For the purpose of providing shuttle services, the information about you will inevitably be passed on to End Customers, drivers and their employers, as an integral part of providing the Service.** The information that will be transferred will be information regarding your location, identity and contact information. Some information will be available in real time, some only retroactively and some both in real time and retroactively
      2. As part of the Service offered, your contact information, will passed in part or in whole to those who share with you the specific service and in a local manner, as part of the nature of the Service offered and for the benefit of the Service.
      3. When performing certain operations, such as special travel requests from your employers, you may be required to provide information to parties involved in that operation.
      4. At your request and/or with your express consent.
      5. In any case where you violate the Terms of Use, including the terms of the Privacy Policy and/or in cases in which you perform or attempt to perform, yourself and/or through someone on your behalf, through the Services and/or in connection with them, actions contrary to the Terms of Use, including the Privacy Policy, and including the provisions of any law;
      6. For legal purposes, such as the handing over to an authority due to a legal order, a legal obligation, a court order mandating the Company to hand over the information to third parties, for the purpose of conducting a procedure or legal dispute, and the like;
      7. In any case in which the Company believes that the provision of the information is necessary in order to prevent serious damage to the Company, and/or its property and/or its good name and/or the body of the User and/or third parties, or in order to prevent other serious damage in accordance with its sole discretion;
      8. In the event that the Company transferred and/or assigned to a third party its activities and/or rights and obligations towards the User also in the event of a change in control of the Company, including by way of merger, acquisition, or acquisition of all or most of its assets, provided that such third parties assume the provisions set forth in this Privacy Policy.
2. **Data Security**

The Company does everything in its power to protect the confidentiality of the data provided by the User, while taking acceptable precautions and utilizing advanced security technologies. You acknowledge that the Company devotes resources and takes strict measures to prevent intrusion into the site, and to prevent possible harm to the User's privacy, but cannot completely prevent disruptions in its Services.

1. **Contacting us about privacy issues**

According to the Privacy Protection Law, 1981, you or someone on your behalf may review information about you that is in the Company's databases and even ask the Company to correct this information if it is incorrect, incomplete or inaccurate. To exercise this right, you are welcome to contact us by email: [support@goryde.com](mailto:support@goryde.com). The Company will endeavor to respond within a reasonable period of time.