



Syntus app privacy policy

In order to be able to give you a good service with our Syntus app, we need to process certain data. Syntus takes your privacy very seriously and therefore handles your information with the utmost care.

General

The Syntus app is an application (app) for smartphones, with which you can plan a trip and purchase transportation tickets. It has an integrated programme, with which app users can earn points, among others for traveling outside Rush Hours. Syntus B.V. (Syntus) offers the Syntus app and is located at Visbystraat 5, 7418 BE Deventer and registered with the Chamber of Commerce under trade register number 09102634. Syntus is the responsible party, within the meaning of the Data Protection Act, for the processing of personal data of the Syntus app.

The main thing is that Syntus complies in all cases with the requirements of the 'Personal Data Protection Act' (DPA) and takes appropriate security measures. Below is the privacy policy as it applies to the processing of personal data by Syntus.

Definitions

The following definitions are employed in this privacy policy:

- Syntus app: an application for smartphones that allows you to plan a trip, buy tickets and save 'Syntus Points';
- Syntus Savings: part of the Syntus app and the associated 'Rush hour avoidance programme', with Syntus savings you earn 'Points' that you can redeem for discounts on - or free - products and activities;
- Syntus Points (Points): an award for, for instance, the 'Rush hour avoidance programme' which you can redeem in exchange for attractive discounts on - or free - products and activities;
- Rush hour avoidance programme: a programme where you can participate in the Syntus app and can save 'Syntus Points' when travelling outside Rush Hour
- Rush hour avoidance: een trip that took place outside 'Rush Hour' instead of during Rush Hour;
- Rush Hour: moments in the day public transport is busy above average, the times may vary, please check the Syntus app;
- Website: www.syntus.nl;
- Account: personal environment on the Syntus app within which each participant can view its own Points balance and personal information.
- Bluetooth beacons (iBeacons): transmitters that have been placed in the Syntus network.



For what purpose does Syntus process your personal data?

Syntus processes your personal data for the following purposes:

- Awarding en redeeming Syntus Points (for the benefit of the rush hour avoidance programme);
- Giving personalised travel advice;
- Making personal offers;
- Conducting analyses for Syntus.

Which personal data are processed by Syntus?

The personal data processed by Syntus are the compulsory fields in the app. For the purchase of Syntus products, for being able to award Syntus points and for giving you insight into your travel behaviour, it concerns: Name, email address and date of birth. Your travel data are recorded through a network of 'Bluetooth beacons'. These Bluetooth beacons have been placed at stations/ stops and in the trains/ buses of Syntus. Bluetooth beacons send signals to the Syntus app on your smartphone. The Syntus app is set to record these signals and then transmit them to the Syntus servers. The combination of your Syntus app, the Bluetooth beacons registered en route by your Syntus app and the time at which the signals are transmitted determine your travel route and whether you are eligible for Points.

Why does Syntus need my travel data?

We analyse your individual travel behaviour so we can give you customised personal travel advice. Primarily it comes to possibilities to avoid rush hour. If relevant information is available about your route (for instance information on occupation, failure or weather), then we can include this information as well and revise your personal travel advice accordingly.

With this, we can then offer you a more comfortable and faster alternative. In addition, it enables Syntus to make you suitable offers. Your individual travel details are also required for the granting of Syntus points. Through the Bluetooth beacons, the beginning and end of your trip is being recorded. On the basis of this information, the Points are awarded.

Anonymous use of travel data

Your travel data and those of other travellers are depersonalised and aggregated to get a better insight into travel movements. This statistical information may be useful for Syntus to analyse, for example, for the deployment of equipment, improvement of schedules, etc .. We find it extremely important to emphasise that the data we collect for this purpose cannot in any way be traced back to you. We depersonalise all data on travel movements and cannot reverse this either.

Syntus processes your personal data only on the basis of your consent

Personal data may only be processed if there is a legal basis for doing so (a legal basis). The basis we use for the processing of personal data is your unequivocal consent (article 8, under a, DPA). By agreeing to the processing of personal data and the privacy policy when registering in the Syntus app, you consent to the processing of your data by Syntus as described in this privacy policy. Of course, you can always withdraw your consent, we will then destroy your data.

Transfer to third parties

Syntus does not provide your personal data to third parties, unless required by law or explicit permission has been asked from you to do so.



Retention periods and destruction of personal data

Syntus will store your personal information during your participation period in a form that can be traced back to you in a 'My Syntus account'. Opting out of the Syntus app and/or the rush hour avoidance programme of Syntus can be done by using the appropriate option included in the application. Once you have opted out, we will not receive your travel details anymore. If you require the destruction of all your personal data, please indicate this via MySyntus.

Is your data properly secured?

Yes. In accordance with the requirements of the Data Protection Act (Article 13 DPA), Syntus ensures an adequate and appropriate level of security. For example, your data is sent and stored in encrypted form only.

Where can you go for help if you want to have access to your information or questions regarding the privacy policy? Syntus believes that the control over your personal data should lie with you. Therefore, you can see directly via the mobile app which personal data are stored and used. Of course you can change your personal data in the Syntus app. You can always contact our customer service (at www.syntus.nl or at 088-0331360) if you:

- Have questions, remarks or complaints about the use of your personal data;
- Have questions, remarks or complaints about the privacy policy of Syntus;
- Want Syntus to delete your personal data, because you no longer want to use our services.