Privacy Policy

Last updated: 10/3/2026

Caro Transit Authority ("CTA") respects your privacy. This policy explains what we collect on our Qryde App, how we use it, and how we handle text-message information.

1) Who we are
   a) Caro Transit Authority
   b) 429 Montague Avenue, Caro, MI 48723
   c) 989-200-5080
   d) support@ctathumb.com
2) Information we collect
   a) We collect information you give us, information collected automatically, and information from service providers acting for us.
   b) Information you provide:
      i) - Name, email, phone number, and mailing address
      ii) - Account or customer details you submit on a form
      iii) - The content of messages you send us
      iv) - Payment information, if you buy something (processed by our payment provider; we do not store full card numbers)
   c) If you opt in to SMS from CTA, we collect:
      i) - Mobile phone number (required to send the messages)
      ii) - First and last name, if you provide them
      iii) - Email address, if you provide it
      iv) - The fact, date, time, and method of your consent (Qryde App)
      v) - Your replies, including STOP, HELP, START, and UNSTOP
   d) Information collected automatically:
      i) - IP address, browser type, device type, and pages viewed
      ii) - Cookies and similar technologies, as described below
      iii) - Approximate location derived from IP address
   e) We do not buy consumer mobile numbers for texting.
3) How we use information
   a) We use information to:
      i) - Provide the products or services you request
      ii) - Respond to inquiries and customer-care requests
      iii) - Send the text messages you opted in to receive
      iv) - Keep records of consent and honor opt-outs
      v) - Process payments and prevent fraud

vi) - Secure the site and fix errors

b) - Meet legal, tax, and carrier-registration duties

c) We do not use mobile numbers collected for SMS to build profiles for sale, and we do not sell personal information.

4) Text messages
   a) SMS is optional. Checking the SMS box is not required to submit a form or to buy anything.
   b) If you opt in, we may send
      i) appointment reminders, account notices, and customer-care replies
   c) Message frequency varies. Message and data rates may apply.
   d) Reply STOP to cancel. Reply HELP for help, or contact us at 989-200-6080 or support@ctathumb.com. Reply START to opt back in after a STOP.
   e) No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties.
   f) We share mobile numbers and message content only with vendors that send or store the messages for us (for example, our messaging provider and the mobile carriers), and only so they can deliver the program you joined. Those vendors may not use that information for their own marketing.
5) How we share information
   a) We share personal information only:
      i) - With service providers who host the site, send email or SMS, process payments, or provide support, under contracts that limit their use of the data
      ii) - With mobile carriers and messaging registries as required to deliver texts and keep the program registered
      iii) - If we believe disclosure is required by law, subpoena, or to protect rights, safety, or property
      iv) - In a merger, sale, or transfer of the business, with notice where required
      v) - With your direction or consent
   b) We do not sell or share personal information for cross-context behavioral advertising.
6) Cookies
   a) We use cookies and similar tools to run the site, remember preferences, and understand traffic. You can block cookies in your browser. The site may not work fully if you do.
7) 7. Data security
   a) We use administrative, technical, and physical safeguards appropriate to the information we hold, including access limits and encryption in transit where practical. No method of storage or transmission is completely secure.
8) Retention
   a) We keep information only as long as needed for the purpose collected, including consent and opt-out records, customer-service history, and legal or tax requirements. SMS consent and opt-out records are

kept for at least [4] years after the last message or the opt-out, then deleted or de-identified unless a longer period is required by law.

9) Your choices
   a) We will not discriminate against you for exercising a privacy right. We may deny a request when the law allows, including when we must keep a record of consent or an opt-out.
   b) Methods
      i) - SMS: reply STOP, or email support@ctathumb.com
      ii) - Email: use the unsubscribe link, or email support@ctathumb.com
      iii) - Access, correction, or deletion: email support@ctathumb.com with your name and the address or number on the account
10) Children
   a) The site and SMS program are not directed to children under 13, and we do not knowingly collect their information. The messaging program is intended for people 18 or older. Contact us if you believe we have information from a child and we will delete it.
11) State privacy rights
   a) Residents of some states may have added rights to know, delete, or correct personal information, and to appeal a denial. Email support@ctathumb.com with the subject “Privacy request.” We will verify your identity before acting. We do not sell personal information.
12) Changes
   a) We may update this policy by posting a new version on this page and changing the date above. Continued use of the site after the update means you accept the revised policy. SMS terms in effect at opt-in still govern messages already consented to, except where we must change them to meet carrier or legal rules.
13) Contact
   a) Caro Transit Authority
   b) 429 Montague Avenue, Caro, MI 48723
   c) 989-200-5080
   d) support@ctathumb.com