

The OV-chipkaart (Dutch public transport smart card)

Your personal data is processed when you travel with the personal OV-chipkaart. This brochure contains information on the data being processed, the measures protecting your privacy and the parties responsible for this.

This brochure is issued by Trans Link Systems (TLS) – the card issuer – and the public transport companies that participate in the OV-chipkaart. The points of departure of this brochure are endorsed by all the participating parties. Every party also has its own privacy policy in which all points of departure are explained in detail. Each party's privacy policy can be requested and inspected. Go to www.ov-chipkaart.nl or contact the customer service department of your public transport company to request a copy of the privacy policy.

What is personal data?

Personal data is data that provides information on you. For example, your name and address, but also the number of your OV-chipkaart, the transport services you use, your transactions, etc. Transactions are, for example: checking in, checking out and loading your OV-chipkaart.

How is my personal data used?

Your personal data is required to pay and to travel using a personal OV-chipkaart. For example, when you buy a personal travel product (such as a season ticket) that is loaded onto your card, when you load an amount automatically onto the card or when you travel at a discount rate due to your age.

TLS, the card issuer, needs your personal data to create, restore or block (in case of theft) your personal OV-chipkaart. The public transport companies need your personal data, for example, to answer your questions regarding your (travel) products and how to use these.

Can my personal data be used to send personal special offers (direct marketing)?

The public transport companies will not use your travel behaviour to send you personal special offers until 2010. The following applies as of the first of January 2010:

When you purchase a personal (travel) product or service from a public transport company, the company may use your personal data to send you special offers (direct marketing). This can be done in two ways:

1. The public transport company can use five data elements which can be deduced from your travel behaviour (travel frequency, time since the last trip, travel during or outside rush hours, preferred stations, preferred routes) to send you special offers unless you have indicated that you do not want to receive any special offers (*you opt out*).
2. The public transport company may use detailed data on your travel behaviour to send you special offers if you have given your consent to do so (*you opt in*).

Please refer to the privacy policy of the public transport company itself for more information on the use of your personal data for direct marketing purposes by your public transport company. Go to www.ov-chipkaart.nl or contact the customer service department of your public transport operator to request a copy of the privacy policy.

Card issuer TLS will not use your personal data for any direct marketing purposes whatsoever.

Is there a limit to processing my personal data?

All participating public transport companies and card issuer TLS will limit the processing of personal data to a minimum. They will not process more personal data than required to attain the objectives for which the data is processed.

How is my personal data protected?

All participating public transport companies and card issuer TLS will handle your personal data with the utmost care. The requirements of the Dutch Personal Data Protection Act ("Wet bescherming persoonsgegevens") will be observed. The participating parties have registered the processing of personal data with the monitoring body, the Dutch Data Protection Authority in The Hague.

What are my rights?

You have the legal right to view and correct your personal data, as well as requesting it be deleted from the system.

Is my personal data known to all participating parties?

- If you have a personal OV-chipkaart, your personal data is registered with **card issuer TLS**. Are you a steady customer and have you received a personal OV-chipkaart from your public transport company without applying for one? Then your personal data will be registered at TLS and your public transport company as soon as you start using your OV-chipkaart or any of the services provided by TLS.
- Once you have loaded a personal (travel) product onto your card or used one of the personal services related to the card and/or the product, your personal data is registered at **your public transport company** and card issuer TLS. You may, therefore, be registered at more than one public transport company.
- As long as you do not provide any personal data to **other public transport companies**, you will remain anonymous to them.

Example 1: You have applied for a personal OV-chipkaart at RET. RET sends your personal data to card issuer TLS and subsequently deletes the data from the RET system. Your personal data is now registered at TLS. Subsequently you buy an annual season ticket at GVB that is loaded onto the same OV-chipkaart. This is a personal travel product. The purchase of a personal season ticket means you are now registered at GVB as well.

Example 2: You purchase a personal OV-chipkaart at RET, without loading any travel products. You are registered at card issuer TLS. You load some money onto the OV-chipkaart at an add-value machine and use it to travel on GVB transport services. You do not have a personal (travel) product or service of a public transport company. Your personal data is only registered at TLS. RET has not saved your application data. Should you later decide to purchase a personal annual season ticket at GVB, your personal data will be registered at GVB as well.

Who is the "party responsible for processing personal data"?

A "party responsible for processing personal data" is a party that determines what happens with your data. The parties are card issuer TLS and your public transport company (or companies). Every responsible party has to observe the requirements of the Dutch Personal Data Protection Act.

Every time you purchase a personal OV-chipkaart, a personal product or a service, you will be informed on the parties that are responsible for processing personal data.

Will my personal data be provided to third parties?

The parties that participate in the OV-chipkaart project can exchange personal data when required for the proper operation of the OV-chipkaart system. For example, in the case of collecting a payment. Your personal data will not be provided to third parties without your authorization. An exception is made for cases in which the parties are legally required to provide the personal data, for example to the police or the judiciary.

Can I travel anonymously using the OV-chipkaart?

The anonymous OV-chipkaart can be used to travel as you have done with the previous system, the "strippenkaart": none of your personal data are processed. All parties that participate in the OV-chipkaart project have agreed that they will not undertake any activities to determine your identity when you use the anonymous card to travel. Your anonymity is, therefore, respected.

Am I always anonymous when I use an anonymous card?

You are no longer anonymous if you provide your personal data. For example: you do not agree with a deducted amount and you submit a request for a refund to the public transport company, or you submit a "Refunds for Delays" form to receive a refund from NS (Dutch Railways). You enter your personal data, including the OV-chipkaart number on the form. From that moment onwards you are registered in the NS system (and nowhere else).

Where can I request further information?

Do you have additional questions regarding the processing of your personal data? Please refer to the card issuer TLS or your public transport company. Please contact the OV-chipkaart Customer service if you have any general questions on the processing of personal data. The OV-chipkaart Customer service can be contacted at telephone number 0900 0980 (€ 0.10 p.m.) or you can visit www.ov-chipkaart.nl.

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This privacy policy may be modified. Please visit www.ov-chipkaart.nl regularly to read the latest version of the privacy policy.