

Moto Privacy Policy

Effective Date: October 17th, 2024

Introduction

At Moto, your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application (“App”) or related services. By accessing or using Moto, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of information when you use Moto:

1.1 Personal Information:

- Name
- Phone number
- Email address

1.2 Payment Information:

- Credit or debit card details (processed securely by third-party payment processors).

1.3 Location Data:

- Real-time GPS data to provide ride services and determine pickup/drop-off locations.

1.4 Device Information:

- Device type, operating system, and app version.
- Unique device identifiers.

1.5 Usage Data:

- Interaction logs, including ride history, app usage trends, and preferences.

2. How We Use Your Information

Moto uses your information to:

2.1 Provide and manage ride-hailing services. 2.2 Facilitate ride scheduling and on-the-spot bookings. 2.3 Process payments securely and generate transaction receipts. 2.4 Enhance app functionality, performance, and user experience. 2.5 Conduct customer support and respond to inquiries. 2.6 Improve safety by tracking ride locations and monitoring incidents. 2.7 Send updates, promotional offers, and important notifications.

3. Sharing Your Information

We may share your information with the following parties:

3.1 Drivers:

- Location and contact details to facilitate rides.

3.2 Service Providers:

- Third-party partners providing payment processing, app analytics, and marketing services.

3.3 Law Enforcement:

- Authorities when required by law or in response to valid legal requests.

3.4 Business Transfers:

- As part of mergers, acquisitions, or asset sales.

4. Retention of Information

Moto retains your information for as long as necessary to:

4.1 Provide our services. 4.2 Comply with legal and regulatory obligations. 4.3 Resolve disputes and enforce agreements.

5. Security Measures

We implement technical and organizational measures to safeguard your data, including:

5.1 Encryption of sensitive information. 5.2 Secure payment gateways. 5.3 Regular security audits and updates.

While we strive to protect your data, no method of transmission over the Internet or electronic storage is 100% secure.

6. Your Privacy Choices

You have the following rights:

6.1 Access:

- Request a copy of the personal information we hold about you.

6.2 Correction:

- Update or correct inaccuracies in your information.

6.3 Deletion:

- Request deletion of your data, subject to legal and contractual obligations.

6.4 Opt-Out:

- Unsubscribe from marketing communications.

7. Use of Cookies and Tracking Technologies

Moto may use cookies, beacons, and similar technologies to:

7.1 Enhance user experience. 7.2 Analyze app performance and trends. 7.3 Provide personalized recommendations.

You can control cookies through your device settings.

8. Third-Party Links

Our app may contain links to third-party websites or services. We are not responsible for their privacy practices. Please review their policies independently.

9. Children's Privacy

Moto does not knowingly collect personal information from children under the age of 13. If we become aware of such data, we will delete it promptly.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically. We encourage you to review it regularly. Material changes will be communicated via in-app notifications or email.

11. International Data Transfers

If you are accessing Moto from outside Ghana, your data may be transferred and processed in Ghana. By using Moto, you consent to this transfer.

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

Moto Support Team

Email: support@motogh.com

Detailed Sections:

A. Data Collection Details

1. **Ride Data:** We collect your trip details, including pickup and drop-off locations, estimated fares, and ride duration.
2. **Crash or Incident Reporting:** If a crash or safety issue occurs, additional data such as crash location and time may be collected for analysis and resolution.

B. Payment Processing

All payments are handled via third-party payment gateways. Moto does not store full credit card details but relies on PCI-compliant services to ensure secure processing.

C. Advertising and Analytics

Moto may work with third-party advertising and analytics partners to understand user behavior, improve the app, and deliver targeted ads. These partners may collect anonymized data to provide insights.

D. Data Breach Response Plan

In the event of a data breach:

1. Users will be notified within 72 hours of discovery.
2. Steps will be taken to mitigate the impact and secure data immediately.
3. Affected parties will receive guidance on protective measures.

E. Legal Bases for Processing (EU/EEA Users)

If you are located in the EU or EEA, our legal bases for collecting and using personal information include:

1. **Performance of a Contract:** To provide the services you request.
2. **Legitimate Interests:** For improving our app and protecting users.
3. **Consent:** For specific uses such as marketing communications.

F. User Responsibilities

You agree to:

1. Provide accurate information during registration.
2. Keep your account credentials confidential.
3. Notify us of unauthorized account use or data breaches.

This Privacy Policy is designed to provide transparency and assurance that your information is handled responsibly. Thank you for trusting Moto for your ride-hailing needs in Ghana.