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Ryden ("we," "us," or "our") is committed to protecting the privacy of our users and ensuring the security of the personal information we collect through our carpooling app (the "Service"). This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information in compliance with the **British Columbia Personal Information Protection Act (PIPA)**.

By using Ryden, you agree to the collection, use, and disclosure of your personal information as described in this policy.

1. Collection of Personal Information

We collect personal information necessary for the operation and enhancement of our Service.

This may include:

- **Personal Identification Information:** Name, email address, phone number, age, and home address.
- **Trip Information:** Locations, routes, and preferences provided by users.
- **Payment Information:** Credit card or other payment information for transaction processing.
- **Log Data:** Information automatically collected from your browser or device, including your IP address, browser type, pages visited, and time spent on those pages.

2. Use of Personal Information

We will only use personal information for the following purposes:

- To verify your identity and manage your account.
- To facilitate and manage carpooling trips.
- To improve the quality of our Service and customer experience.
- To send notifications regarding Service updates, trip bookings, and other user-related communications.
- To meet regulatory requirements or comply with applicable laws.
- To prevent fraud, ensure safety, and comply with legal obligations.

We will not use your personal information for purposes not identified without obtaining your consent.

3. Consent

We will seek your consent before collecting, using, or disclosing personal information, except where authorized or required by law. You can provide consent by agreeing to this Privacy Policy, either explicitly or implicitly (e.g., when you register for the Service). You can withdraw consent at any time, subject to legal or contractual restrictions, by contacting us at the email address provided below.

4. Disclosure of Personal Information

We may disclose your personal information under the following circumstances:

- **Service Providers:** We may share your personal information with third-party service providers who assist in providing the Service (e.g., payment processors or customer support providers).
- **Legal Compliance:** We may disclose your information to law enforcement or government authorities when required by law or to protect the safety and security of our users or the public.
- **Business Transactions:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred as part of that transaction. You will be notified of such events and your rights regarding your information.

5. Security of Personal Information

We use industry-standard measures, including encryption, firewalls, and secure storage, to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Cookies and Tracking Technologies

Ryden uses cookies and similar tracking technologies to enhance user experience, track user activity, and improve the Service. You can disable cookies through your browser settings, but doing so may limit your ability to use certain features of the Service.

7. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes identified or as required by law. When no longer needed, we will securely dispose of or anonymize the information.

8. International Transfer of Data

If you access Ryden from outside Canada, please be aware that your personal information may be transferred to and processed in Canada, where data protection laws may differ from those in your jurisdiction.

9. Access and Correction of Personal Information

You have the right to access your personal information and request corrections to ensure its accuracy. If you would like to request access or make corrections, please contact us at the address below. We will respond to your request in accordance with PIPA requirements.

10. Account Deactivation and Data Deletion

You may request to deactivate your Ryden account or delete your personal data at any time. Upon request, we will delete your information, subject to legal retention requirements.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make significant changes, we will notify you by email or through the app. Please review this policy periodically.

12. Contact Us

If you have any questions or concerns regarding this Privacy Policy or your personal information, please contact us.