

# Zone Sure Privacy Policy

**Effective Date:** 12/01/2025

**Company:** **Via Sight Incorporated** (a Delaware Corporation)

Via Sight Incorporated (“ViaSight,” “we,” “us,” or “our”) provides mobile applications, websites, analytics dashboards, and related services enabling users to evaluate roadway work zones and traffic-control compliance. This Privacy Policy explains how we collect, use, disclose, and protect personal data when you use our services (“Services”).

This Privacy Policy is incorporated into our Terms of Service. If you do not agree with this Policy, you should not use the Services.

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## 1. Who We Are (Data Controller / Business)

For users in the **EU/EEA, UK, and Switzerland**, ViaSight acts as the **data controller** for personal data processed through our Services.

**Via Sight Incorporated**

7600 West 27th Street, Suite 208

St. Louis Park, Minnesota 55426, USA

**Email:** [contact@viasight.ai](mailto:contact@viasight.ai)

We may appoint an EU/UK representative where required.

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## 2. Personal Data We Collect

### A. Information You Provide

- Account information (name, email, organization, password)
- Communications (support tickets, emails, feedback)
- Project/work zone metadata (labels, notes, annotations)

### B. Data Collected Automatically

- **Video recordings** captured through your device’s camera

- **Precise GPS location data** used to anchor roadway analysis
- **Device information:** hardware model, OS version, app version, crash logs
- **Usage analytics:** timestamps, feature interactions, diagnostics

## C. Work Zone–Related Data

- GPS traces, lane geometry, and roadway alignment
- Object detections from ViaSight AI models
- Compliance scoring and risk assessments

## D. Customer / Enterprise Data

- Internal project identifiers
- District/region identifiers
- Work-zone documentation or files uploaded by customers

## E. Cookies & Web Tracking (Dashboard Only)

Used for:

- Authentication
- Security
- Performance analytics

**Not** used for advertising or cross-site tracking.

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# 3. How We Use Personal Data

We process personal data to:

- Provide and operate the Services
  - Analyze video and geospatial data using AI models
  - Improve accuracy, safety, and product features
  - Communicate with users and provide support
  - Ensure security, prevent misuse, and comply with legal requirements
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## 4. Legal Bases for Processing (GDPR)

We rely on the following legal bases:

- **Performance of a contract** — operating the Zone Sure platform
  - **Legitimate interests** — ensuring roadway safety analytics, preventing misuse
  - **Compliance with legal obligations**
  - **Consent** — for certain types of location data or cookies (where required)
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## 5. How We Share Personal Data

We **do not sell** personal data.

We may share personal data with:

### A. Service Providers (Processors)

Cloud hosting, analytics, support platforms, and infrastructure vendors.

### B. Enterprise Customers

If you perform work for an organization (e.g., a DOT or contractor), certain outputs (scores, detections, maps) may be shared with that organization.

### C. Legal Authorities

If required by law, subpoena, court order, or regulatory request.

### D. Business Transfers

In the event of a merger, acquisition, or restructuring, under appropriate safeguards.

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## 6. International Data Transfers

Data may be transferred to the United States.

For EU/UK users, this is done using:

- **Standard Contractual Clauses (SCCs)**
  - Technical/organizational safeguards (e.g., encryption, access controls)
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## 7. Data Retention

We retain personal data only as long as necessary to:

- Provide the Services
- Support active customer engagements
- Meet legal, regulatory, or contractual obligations

Users may request deletion at any time (see Section 9).

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## 8. Your Rights

### A. GDPR Rights

You have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion
- Restrict processing
- Object to processing (including analytics-related objections)
- Receive your data in a portable format
- Withdraw consent

To make a request: [contact@viasight.ai](mailto:contact@viasight.ai)

### B. CCPA/CPRA Rights

California residents may:

- Know what personal information is collected
- Request deletion
- Correct inaccurate information
- Opt out of “sharing” for cross-context behavioral advertising

- *(ViaSight does not engage in such sharing.)*

ViaSight will not discriminate against users who exercise these rights.

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## 9. Your Choices & Controls

You may:

- Request deletion of your account or uploaded videos
  - Adjust device permissions (camera, **precise location**, storage)
  - Opt out of non-essential cookies on the dashboard
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## 10. Children's Privacy

The Services are **not** intended for individuals under 16.  
We do not knowingly collect personal data from children.

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## 11. Security

We implement industry-standard measures:

- Encryption in transit and at rest
- Role-based access controls
- Audit logging
- Secure cloud infrastructure

No method of transmission or storage is 100% secure.

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## 12. AI Processing Transparency

Our Services use AI models to:

- Detect signs, cones, delineators, panels, lane markings

- Extract roadway geometry
- Generate safety/compliance analytics

AI outputs are used to improve accuracy but **not** to make decisions with legal or similarly significant effects about individuals.

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## 13. Changes to This Privacy Policy

We may update this Policy periodically.

Material updates will be communicated through the Services or via email.

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## 14. Contact Us

**Via Sight Incorporated**

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