

Privacy Policy: Maptrackapp Fleet Management And Telemetrics

Effective Date: February 20th, 2021

1. Scope of Service

Maptrackapp provides fleet management and telematics services to business entities ("Clients"). This policy describes how we handle data on behalf of our Clients and the personal information of their designated drivers ("Drivers").

2. Information We Collect

To optimize fleet operations, we collect:

- **Telematics & Vehicle Data:** Real-time GPS location, speed, acceleration/braking patterns, idling time.
- **Vehicle Diagnostics:** Odometer readings, engine health, and maintenance alerts.
- **Driver Identification:** Name, employee ID, and assigned vehicle.
- **Mobile Metadata:** Battery level, signal strength, and app version (used for troubleshooting).

Most of this information is received directly through the GPS device installed on the vehicle. Except the driver identification data, which are requested when necessary through the application.

3. Purpose of Data Processing

We process this data for the following business purposes:

- **Logistics Optimization:** Routing, dispatching, and estimated time of arrival (ETA) accuracy.
- **Safety Monitoring:** Identifying risky driving behavior to reduce accidents and insurance costs.
- **Regulatory Compliance:** Assisting with Electronic Logging Device (ELD) requirements and tax reporting (e.g., IFTA).
- **Asset Protection:** Theft recovery and unauthorized vehicle use alerts.

4. Data Sharing & Hierarchy

- **To the Employer (Client):** All collected driver and vehicle data is accessible to the Client's authorized administrators.

- **To Third Parties:** We may share data with integrated platforms (e.g., fuel card providers, maintenance shops) only at the Client's request.
- **Anonymized Aggregation:** We may use de-identified, aggregated data to improve our traffic algorithms or benchmarking tools.

5. Driver Privacy & Transparency

Notice to Drivers: Tracking is performed as a condition of your employment or contract with our Client. Your Employer is responsible for providing you with the necessary legal notice and obtaining consent where required by local labor laws.

6. Data Retention

We retain fleet data as long as the Client's account is active. Because fleet data is often used for legal and tax records, we typically hold logs for **[e.g., 2 years]** unless the Client requests earlier deletion or as required by law.

7. Security Standards

- **End-to-End Encryption:** Data transmitted from the vehicle/mobile device to our servers is encrypted using [e.g., TLS 1.3].
- **Role-Based Access Control (RBAC):** Clients can limit which dispatchers see which drivers' locations.