



Mobile Pay Parking Privacy & Security Fact Sheet

Reston Town Center Paid Parking Will Begin in January of 2017

Reston Town Center will transition from free to paid parking in January 2017. Supported by Passport (www.passportinc.com), the largest provider of mobile payment software for parking in North America with systems currently in place in Boston, Chicago, Cincinnati, Detroit, Salt Lake City and Toronto, parkers can download the ParkRTC parking app to pay for street or garage parking using their mobile devices. Parkers can find parking more quickly, pay for parking from the comfort of their own vehicles, extend parking sessions remotely, get receipts online, avoid credit card and transaction fees and much more. With the technology-based paid parking approach, privacy and security-based questions expectedly arise:

- **Is my credit card data safe and privacy protected?** Yes. Both Passport Inc. and Reston Town Center take the important responsibility to protect credit card information very seriously. Passport conducts regular audits of its information security systems to ensure there are no vulnerabilities – data security is core to their business. In fact, Passport employs a two factor authentication (2FA) process that requires first-time users to verify their identity by entering a text authorization sent to verify device ownership in addition to a pin number. Passport also holds compliance with PCI DSS Level 1 certification, the most stringent data security framework administered by the PCI Security Standards Council. Passport will never sell or distribute ParkRTC user information to third parties.
- **Why does the ParkRTC app request access to my mobile device's GPS?** At the discretion of and convenience to the parker, GPS is incorporated for three reasons: (1) to quickly find open parking spaces, (2) to identify retailers who validate or have special offers and (3) to work with the LiveSafe technology to identify the location of a patron who needs immediate assistance. Guests can turn off locations services for the app or pay at pay stations if they prefer.
- **When downloading the ParkRTC app, why are users prompted to allow camera access?** This is optional and the prompt is activated in the event that the user wants to utilize their camera option to photograph their credit card while activating their account. Some people prefer this feature, similar to online banking models. Users can easily bypass and not engage this option.
- **Can you provide clarity around the imaging of my vehicle when I park?** Park Assist's (www.parkassist.com) parking guidance systems utilize the latest in smart-sensor technology. The "Find Your Car" feature is available at the pay stations; this feature was requested by patrons and the technology has been used in more than 50 sites globally without incident. Most importantly, parkers should understand that the sensors are not live-monitored, nor are they surveillance cameras. They simply take a micro image of a license plate which is immediately discarded after the vehicle leaves the garage.



- **Can you tell me more about the sensors that take my license plate image?** The Park Assist M4 sensors installed at Reston Town Center use sophisticated algorithms to detect the presence of a vehicle in a parking space. This function of “vehicle detection” allows the sensors, along with the integrated dynamic signs of the Park Assist system, to guide customers to the nearest available parking space. Once an M4 sensor detects a vehicle in a parking space, it takes an image of that vehicle to assist with the alignment of payment for the parking space with the identified vehicle. Using License Plate Recognition technology, the M4 sensor verifies the vehicle has paid for parking. Once a vehicle leaves a parking space, that image is removed from the database. The technology is also designed to save parkers from the unpleasant experience of circling garages looking for parking spaces.
- **How does “Find my Car” work? What is being done to ensure that only the person parking can use this technology?** At any of the four “Find Your Car” kiosks, parkers will search for the location of their car by entering the 8- or 9-digit unique parking session ID code received through the ParkRTC app or phone. RTC has elected not to utilize any mobile component of the Park Assist technology at this time; “Find Your Car” will only be accessible at one of the four pay station kiosks once paid parking starts in January of 2017.

Mobile Safety Communications

Starting in October of 2016, Reston Town Center patrons can enjoy instant access to two-way, real-time communications with onsite RTC personnel through a new mobile app supported by LiveSafe (www.livesafemobile.com). Incorporating this technology will enable guests to engage directly with Reston Town Center should either an emergent or non-emergent situation arise. The following answers to frequently asked questions further illustrate the value of this new technology:

- **Can you provide examples of items that can be reported via LiveSafe?** Guests can use the app to communicate directly with RTC safety and security teams in real-time, from quality of life tips such as light outages or an area that needs clean-up to suspicious activity. Non-emergent reports are automatically dispatched to the appropriate onsite personnel and will be responded to within 48 hours.
- **What kind of messages can I expect to receive from LiveSafe?** By downloading LiveSafe, guests of Reston Town Center could receive messages such as severe weather warnings or directions on how to react upon notification of an emergent circumstance.
- **In what types of situations could I use LiveSafe?** You can use the LiveSafe app to communicate any type of situation, from a lost child or pet to assistance with a health emergency.
- **What else does LiveSafe offer?** In addition to the above, LiveSafe includes a feature that allows you to connect with a friend or family member to virtually walk you to your car. You can also receive location-specific messages using the software’s geofence capabilities.

***The LiveSafe app for Reston Town Center is available for immediate download after downloading the ParkRTC app and will be fully operational in October 2016.**