Kentucky Waterways Alliance
Healthy waterways.
Healthy communities.

330 N. Hubbards Lane Louisville,
KY 40207 (502) 589-8008

Working to Protect, Restore, and Celebrate Kentucky's Waterways

www.KWAlliance.org

Kentucky Waterways Alliance Report a Tire App Privacy Policy

Effective 11/2/2026

Kentucky Waterways Alliance (KWA) respects your privacy. Our Report a Tire Mobile App allows people to report discarded tires and helps KWA and partners document locations, assess cleanup needs, and protect Kentucky's waterways. This policy explains what information we collect, how it is used, and how to contact KWA.

No User Account or Registration

You do not need to create an account, register, or provide your name, email address or phone number to download, open, or submit a report through the app. KWA does not receive personal contact information identifying the person who submits a report.

Information Collected Through Reports

A submitted report may include the location of discarded tires, geographic coordinates, an estimated number of tires, photographs, descriptions, observations, and other information entered in the reporting fields. A report may also have a submission identifier and date. This information is used for app and data maintenance. We do not share any personal information or identifiers data.

Upon installation, the app generates a random app identifier (app ID). KWA can associate submitted reports with the same app ID, but the app ID does not identify a person to KWA. KWA cannot use the app ID to obtain a reporter's name, contact information, or identity.

Although KWA does not request identifying details, users should avoid including people's faces, license plates, private documents, or other personal information in photographs or free-text descriptions. A location or photograph may incidentally reveal information about a person or residence.

Location and Photograph Permissions

You provide a tire site's location through the Kentucky Waterways Alliance Report A Tire Mobile App and the browser (QR code accessible) Report A Tire Tool. Both tools utilize built-in smartphone GPS technology to determine your location and locations dropped via pin within both applications. Within the browser version an address search is available for location purposes.

The Kentucky Waterways Alliance Report A Tire Mobile App and browser tool both require permission to access a device's location when each tool is in use. No background location services are required. If location permissions are declined, users can access the Kentucky

Waterways Alliance Report A Tire Mobile App to explore data submitted by other users but will not be able to submit a report. Location services are required for the use of the browser version of the Report A Tire Tool.

You can manage device permissions through your device settings. Before submitting a report, check whether the location identifies the tire site accurately, especially if you are submitting it from home or another location.

Photographs may contain identifying details or embedded location information. Please avoid including faces, license plates, private documents, or other unnecessary personal information.

How KWA Use Information and App IDs

KWA uses information to document tire locations, assess cleanup needs, coordinate removal, track cleanup progress, and support education and reporting about tire pollution. KWA also makes tires reports available to other users of the app as well as users of the KWA Tire Tracking Dashboard freely available online.

KWA may review reports associated with a particular app ID to identify duplicate, inaccurate, or abusive submissions. Submitting a tire report does not subscribe users to KWA's marketing or fundraising communications.

Who Can See Tire Reports

Specific report information is accessible to KWA's Executive Director, GIS Technicians, Cleanup Coordinators, and other director-level KWA staffers. General report information (listed below) is publicly accessible and will be utilized by partner organizations towards cleanup events across Kentucky.

KWA may share general report information including tire locations, quantities, photographs, site descriptions, and cleanup status with partner organizations, government groups, and local leaders to support future cleanup and reporting.

Publicly accessible data fields for exploration in the mobile app, browser version, and KWA Tire Tracking Dashboard include date of report, number of tires reported, if the tire is still present, report coordinates in latitude and longitude, and user observations.

KWA keeps reporters' app IDs private and does not publicly disclose them as part of its ordinary tire-site reporting.

Service Providers and Other Disclosures

KWA does not sell or rent your personal information or provide it to others for their independent marketing. KWA may disclose information when required by law.

KWA uses a combination of Esri's ArcGIS, Apple Developer, and Google Play Store to operate and maintain the app. These providers may process personal information only as necessary to perform services for KWA and must protect it under appropriate confidentiality and security requirements. KWA can access aggregate app-installation counts and frequency information

made available by Apple and Google; these metrics are not provided to KWA as individual-user records.

App Services and Platform Privacy
This policy covers information KWA collects through the Report a Tire App and information processed on KWA's behalf by its service providers.

The App uses hosting, mapping, analytics, and other integrated services provided by ESRI, Apple App Store, and Google Play Store. Their handling of this information is described on their service information pages found here (ESRI, Apple App Store, Google Play).

Google and other platform providers may separately collect information when you download the app, manage your account, or use device services. Their independent collection and use of information are governed by their own privacy policies and your account and device settings. For Google's practices, see the Google Privacy Policy.

KWA's collection, use, and sharing of information through the app remains subject to the commitments in this policy.

Retention and Deletion
KWA retains submission information to host the mobile app, online dashboard, verify reports, coordinate cleanup, respond to requests, and meet applicable recordkeeping obligations. KWA may delete duplicate, inaccurate, abusive, or outdated reports.

Because KWA does not collect names or contact information for reporters and cannot identify an individual from an app ID, KWA ordinarily cannot locate a person's submissions based on their identity or verify that a person submitted a particular report. Users may contact KWA with a report's location, date, or other available details to request review, correction, or deletion. KWA will evaluate requests based on the information available and any applicable retention obligations.

Protecting Information
KWA maintains reasonable physical, electronic, and managerial procedures to safeguard information, maintain accuracy, and limit access to authorized people who need it for their work. No method of electronic storage or transmission can guarantee complete security.

Children's Privacy
KWA welcomes participation by students and youth groups in identifying discarded tires. The app does not require user registration or ask reporters to provide their age or contact information. It is intended for general public use and is not specifically directed toward children under 13.

Parents, guardians, teachers, and youth leaders may assist children in using the app or submit reports with them. Because KWA does not know a reporter's age or identity, a parent or guardian requesting review or deletion of a report should provide the report location, date, or other information sufficient to help KWA locate it. KWA can be contacted at info@kwalliance.org.

Changes To This Policy

KWA may revise this policy as the app or its information practices change. Updates will be posted through the app or on KWA's website with a revised effective date.

Contact KWA

For privacy questions or requests, contact Kentucky Waterways Alliance.

Info@kwallaince.org | (502)-589-8008 | 330 North Hubbards Lane, Louisville Kentucky, 40207