

We use your personal information to:	Legal basis for using personal information:	Rationale for legitimate interests legal basis:
<p><b>Manage your booking with us and your travel journey (and other products and services you purchase from us or access such as our lounges)</b></p> <p>including processing your payment; contacting you with service messages; and coordinating with other service providers such as partner airlines, hotels and car service</p>	<p>for the performance of a contract with you</p>	
<p><b>Personalise the service and offers you receive and personalise our Platforms and communications</b></p>	<p>for our legitimate interest</p>	<p>It is in our legitimate interests to promote our business, continue to develop our relationship with you, provide you with the most relevant content on our Platforms (including through the use of cookies and location data where you have enabled such location services on your mobile device) and in our communications; and interact with you in the most helpful and relevant way. To do this, we personalise our service to you and bring your attention to offers that may be of interest to you. It is unlikely that this type of activity will override your interests or fundamental rights and freedoms which require protection of your personal data. If our activities take the form of marketing, we will seek your consent where we are legally required to do so.</p> <p>If you are a data subject protected by the GDPR you may have rights to restrict or object to this processing, however please note that this may adversely affect our ability to personalise our service, offers and communications you receive.</p>

<p><b>Improve our products and services and create new ones</b></p> <p>including through surveys; and analysing inquiries and interactions with us</p>	<p>for our legitimate interest</p>	<p>It is in our legitimate interests to improve our products and service based on our customers' information such as their transactions and interactions with us. It is unlikely that this type of activity will override your interests or fundamental rights and freedoms which require protection of your personal data.</p> <p>If you are a data subject protected by the GDPR you may have rights to restrict or object to this processing, however please note that this may adversely affect the products and services we offer.</p>
<p><b>Market our products and services to you</b></p> <p>Including through direct marketing; advertisements on social media and other digital platforms; and contests, competitions, prize draws or promotional offers</p>	<p>for our legitimate interest; with your consent</p>	<p>It is in our legitimate interests to promote our products and services to provide you information about our offers and to increase sales and customer engagement including by using third parties to support us in doing so. It is unlikely that this type of activity will override your interests or fundamental rights and freedoms which require protection of your personal data. We will seek your consent where we are legally required to do so.</p> <p>If you are a data subject protected by the GDPR you may have rights to restrict or object to this processing. If you do not want to receive such marketing from us you can unsubscribe by choosing the relevant "unsubscribe" option set out in our Privacy Notice.</p>
<p><b>Manage your online account or loyalty scheme membership</b></p>	<p>for the performance of a contract with you</p>	

<p><b>Provide you with special assistance</b></p> <p>including determining your fitness to travel; providing you with medical equipment; and fulfilling special dietary requirements</p>	<p>for the performance of a contract with you; to comply with legal or regulatory obligations; with your consent</p>	
--	--	--

<p><b>Provide you with customer support</b></p> <p>including answering your questions about our products and services; handling your complaints and compliments; and fulfilling your requests</p>	<p>for the performance of a contract with you; for our legitimate interest</p>	<p>It is in our legitimate interests to make sure that our business runs smoothly and we provide customers with both effective and timely support. It is unlikely that providing you customer support will override your interests or fundamental rights and freedoms which require the protection of your personal data.</p> <p>If you are a data subject protected by the GDPR, you have rights to restrict or object to this processing, however please note that this may adversely affect our ability to provide you with effective customer support.</p>
<p><b>Manage an emergency situation</b></p> <p>including coordinating medical care; notifying your next of kin, governments, hospitals and clinics; re-accommodating you on your travel journey; and handling a security incident</p>	<p>for your vital interests; to comply with legal or regulatory obligations</p>	
<p><b>Manage our business –</b></p> <p>including to detect and prevent fraud; analysing our customers, products and services; and by using third parties to manage our products and services</p>	<p>for our legitimate interest</p>	<p>It is in our legitimate interest to support our business including by preventing fraud and understanding our customers and how they use our products and services. It is unlikely that this type of activity will override your interests or fundamental rights and freedoms which require protection of your personal data.</p> <p>If you are a data subject protected by the GDPR you may have rights to restrict or object to this processing however please note that this may adversely affect use of our products and services.</p>
<p><b>Communicate with you regarding business opportunities</b></p>	<p>for our legitimate interest</p>	<p>It is in our legitimate interest to support our business through pursuing commercial opportunities by reaching out to individuals in their professional capacity. It is unlikely that this type of activity will override your interests or fundamental rights and freedoms which require protection of your personal data.</p> <p>If you are a data subject protected by the GDPR you may have rights to restrict or object to this processing however please note that this may adversely affect business opportunities that may be pursued.</p>
<p><b>To comply with legal and</b></p>	<p>to comply with a legal</p>	

<b>regulatory obligations</b>  including related to crime prevention and security; immigration and customs; and claims, summons and regulatory orders	obligation	
<b>To manage legal claims</b>  including to establish and defend a legal claim	necessary for the establishment or defence of a legal claim	If we need to commence a legal claim or defend a legal claim, we may process special categories of data for the establishment, exercise or defence of such claim or whenever courts are acting in their judicial capacity