



## TAG AVIATION PRIVACY NOTICE FOR UNITED KINGDOM

### DATA PROTECTION UNDER THE UK GENERAL DATA PROTECTION REGULATION (UK GDPR) - THE DATA PROTECTION ACT 2018 (DPA)

TAG Aviation as the data controller and this privacy notice outlines how our organisation in the UK and other entities of our group ("TAG Aviation", "we", "our", or "us") processes information that we may obtain about individuals ("personal data"), including information about our current, former and/or prospective clients ("you"), through our website or that you provided to us directly or indirectly or through email messages relating to inquiries about our services.

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#### 1. PERSONAL DATA WE COLLECT

TAG Aviation needs to gather and use certain information about individuals and process personal identifiable information for specific purposes under several lawful methods of processing. By using our website and /or app or when you provide us with any personal information, you acknowledge that you have reviewed, and agree to, the terms of this privacy notice and you give us your consent to process your personal information for the purposes mentioned herein.

Personal information we may collect directly from you includes when you register or join an online community or other group, enquire about our services, via any e-mail or chat messages you send us, including personally identifiable information without limitation such as your name, contact information (phone, fax, address and email address), your date of birth, gender, nationality and passport information. Information about your personal tastes (food and beverages), dietary requirements, medical information or account and transaction details are other examples of your personal data we may collect.

Personal Information you provide directly, including personally identifiable information you submit through our website and/or the app, as a result of using our services, or when you apply for a position with TAG Aviation, or in the process of registering for an event, user group, or conference.

Passively collected information, also through companies or agents we work with, or including through the use of "cookies".



#### Information we collect directly from you:

The categories of information, amongst others, that we may collect directly from you include the following:

- a. Personal details (e.g. name, date of birth, passport and other identification information);
- b. Contact details (e.g. phone number, email address, postal address or mobile phone number);
- c. Account details (e.g. username and password);
- d. Transaction details (e.g. the services we have provided or will provide to you, such as travel arrangements, your geographical location, booking history and travel itinerary);
- e. Financial details (e.g. credit card information);
- f. Communications (e.g. when you participate in message boards or forums, participate in polls or surveys, write a review or contact us with a question, comment or request)
- g. Business cards / professional details (e.g. when you attend any event we organise).

#### Information we collect about your use of the services:

The following are examples of the other categories of information which we may use.

- a. Technical information collected from your computer or mobile device (e.g. your IP address, browser type, operating system);
- b. Information about your usage of our website (e.g. the pages you visit when using the services, the search terms you enter on the services, how often you use the services, and the pages you access before and after accessing the services);

#### Information we collect from other sources:

The following are examples of the categories of information we may collect from other sources you agreed may share your information for the use of our services.

- a. Personal details (e.g. name, date of birth);
- b. Contact details (e.g. phone number, email address, postal address or mobile phone number);

## 2. HOW WE USE YOUR PERSONAL INFORMATION

We may process personal data to provide you with the best service, to personalise and tailor your aviation-related needs and travel experiences.

We use personal information you have provided directly, or information we collect indirectly online about you in the following, but not limited, ways:

- a) For personal information you provide directly, online, or through email messages, relating to enquiries about our services we use the information to engage in and process transactions with you, to respond to your inquiries and requests, to provide information on our services, to provide information on our partners offerings and to provide customer support activities.
- b) For personal information you provide online, including actions or clicks from hyperlinks and subscriptions, we may use the information to customise future communications and web pages in accordance with communication preferences you have established with us.
- c) Some of our services may be advertised by third parties, such as subcontractors or suppliers and therefore we may share your personal information with these third parties if necessary.
- d) For personal information about web pages visited and the like, we use this information internally to improve the design of our web pages and your user experience.
- e) For personal information submitted using the online job application process, we may use and disseminate this information internally to consider your application and to contact you regarding our decision.
- f) For personal data submitted online for registering to attend a sponsored conference or event, we may use and disseminate this information internally to communicate with you and to facilitate your registration and participation.

## 3. THE BASIS ON WHICH WE USE YOUR PERSONAL INFORMATION

We process your relevant personal data for specific purposes under several lawful methods of processing and we may disclose your personal data for business purposes only on a need-to-know basis and only with:

- (a) our own employees, contingent workers, worldwide offices,
- (b) subcontractors, consultants, suppliers and third-party service-provider companies,
- (c) other entities authorised to have access to such information under applicable law or regulation.

In particular when you fly with us or other related arrangements (if you choose to book flights with us), which will include, but not limit to, passing your personal data to relevant authorities (arrangements at airport, customs and immigration formalities).



#### 4. YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION

As your privacy and rights are important to us, TAG Aviation will respect all your data subject rights.

The UK General Data Protection Regulation (GDPR) applies in the UK. It outlines that personal data must be:

1. Processed lawfully, fairly and in a transparent manner in relation to individuals.
2. Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes. Further processing for archiving purposes in the public interest, scientific or historical research or statistical purposes shall not be considered to be incompatible with the initial purposes.
3. Adequate, relevant and limited to what's necessary in relation to the purposes for which they're processed.
4. Accurate and, where necessary, kept up to date.
5. Protected – every reasonable step must be taken to ensure that personal data that's inaccurate, having regard to the purposes for which they're processed, is erased or rectified without delay.
6. Kept in a form that permits identification of data subjects for no longer than is necessary, and for the purposes for which the personal data is processed.
7. Stored for longer periods. For example, the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes. This will also be subject to implementation of the appropriate technical and organisational measures required by UK GDPR in order to safeguard the rights and freedoms of individuals.
8. Processed in a manner that ensures appropriate security of personal data. This includes protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.
9. Managed by a controller responsible for, and be able to demonstrate, compliance with the principles.

You may send any request relating to the processing of your personal data to the Data Protection Co-Ordinator by emailing [privacy@tagaviation.com](mailto:privacy@tagaviation.com). To protect your privacy and security, we may take reasonable steps to verify your identity before granting access or making corrections.

Should you not be satisfied with our response, you have the right to make a complaint to the information Commissioner's Office (ICO), who can be contacted at the following address:

Information Commissioner's Office  
Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF  
Telephone: +44 (0)303 123 1113  
ICO website: <https://ico.org.uk/global/contact-us/>



## 5. MARKETING COMMUNICATIONS

As our customer you may receive marketing communications from us relative to our activities. Our marketing communications will always include the option for you to unsubscribe from receiving any further marketing communications. You can also unsubscribe at any time by sending an email to [privacy@tagaviation.com](mailto:privacy@tagaviation.com) and requesting the removal of your name from our marketing lists.

## 6. LINKS TO UNAFFILIATED THIRD-PARTY WEBSITES

Our website and/or app may contain links to and from affiliated and unaffiliated third-party websites. If you link to or otherwise visit any other websites managed by third parties, we encourage you to review the Privacy Notices that may be available on these websites.

## 7. COOKIES NOTICE

By using tagaviation.com website, you agree that we can place cookies on your device as described in our cookie notice, [here](#).

## 8. CONTACT INFORMATION

This notice covers our entity:  
TAG Aviation (UK) Ltd.  
Farnborough Airport  
Hampshire GU14 6XA United Kingdom  
Website: <https://www.tagaviation.com>

Should you have any questions or comments about your personal data or this notice, please contact us by sending an email to [privacy@tagaviation.com](mailto:privacy@tagaviation.com) or by writing to the above address.

## 9. REVISIONS AND CHANGES TO OUR PRIVACY NOTICE

We will periodically update this notice as required.

The latest version of this document will always be available on our website with the revised date located hereafter:

This notice was last updated on 8 February 2024.