



## TAG AVIATION PRIVACY NOTICE FOR SWITZERLAND

This Privacy Statement outlines how our organisation TAG Aviation SA, (“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 and/or App or that you provided to us directly or indirectly or through email messages relating to inquiries about our services.

### CONTENT

1. Personal Data We Collect	2
2. How we collect your Personal Information	3
3. The Basis on which we use your Personal Information	3
4. Your Rights regarding your Personal Information	4
5. Our Commitment to Data Integrity, Security and Storage Marketing	4
6. Marketing Communications	4
7. Links to Unaffiliated Third-party Websites	4
8. Cookies	5
9. Contact Information	7
10. Revisions and Changes to our Privacy Policy	7



## 1. PERSONAL DATA WE COLLECT

Our Company collect and process personal identifiable information for specific purposes under a number of lawful methods of processing. By using this 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 Policy 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 and/or products, 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 the 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” described below.

### INFORMATION WE COLLECT DIRECTLY FROM YOU

The categories of information, amongst others, that we may collect directly from to provide effective services and useful content to 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 organize).

### 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, cookies, web beacons);
- (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 COLLECT YOUR PERSONAL INFORMATION

We may process personal data to provide you with the best service and 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 a number of 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. Your rights include, but are not limited to:

- (a) The right to access – At your request the company will provide you a free of charge copy of your personal data.
- (b) The right to rectification – At your request our company will correct any information you believe is inaccurate or incomplete.
- (c) The right to erasure – At your request to do so, our company will consider erasing your personal data.

You may send any request related to the processing of your Personal Data to the Group Data Protection Office 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.

#### 5. OUR COMMITMENT TO DATA INTEGRITY, SECURITY AND STORAGE

- (a) We are committed to ensuring that your personal data is enduringly secured. We process your personal information only in ways compatible with the purpose for which it was collected. To the extent necessary for such purposes, we take reasonable steps to make sure that your personal data is accurate, complete, current and otherwise reliable with regard to its intended use.
- (b) We retain your personal data appropriate to comply with the existing legislation, or as long as necessary for the purposes for which it is collected.
- (c) We take reasonable and appropriate measures to maintain the confidentiality and integrity and prevent the unauthorised use or disclosure of personal information in accordance with applicable legal requirements.

#### 6. 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.

#### 7. 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 policies that may be available on these websites



## 8. TAG AVIATION COOKIES POLICY

By using TAGAVIATION.COM website, you agree that we can place cookies on your device as described in our Privacy Statement and this Cookie Notice.

### WHAT ARE COOKIES?

A cookie is a piece of information contained in a very small text file that is stored on your computer. Cookies allow a website to identify a user's device whenever that user returns to the website and are commonly used in order to make websites work more efficiently and enrich the user experience, as well as to provide information to the owners of the site.

### TAG'S USE OF COOKIES

TAG Aviation collects information during your visit to our website through the use of cookies. We use these cookies for a variety of reasons, primarily to help us provide you with a positive experience when you browse our websites, help improve our content, and to personalize your visit.

### COOKIES USED BY TAG

The table below is a list of the main cookies set by tagaviation.com. Please note that we may from time to time modify or update our cookies. When that happens, we will update this list accordingly.

The cookies below are associated with one of four Purpose Classifications developed by The International Chamber of Commerce (ICC) UK:

**Strictly Necessary Cookies:** These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like shopping baskets or e-billing, cannot be provided.

**Performance Cookies:** These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

**Functionality Cookies:** These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of webpages that you can customise. They may also be used to provide services you have asked for, such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

**Targeting / Advertising Cookies:** These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

By using tagaviation.com Website, you agree that we can place cookies on your device as described in this Cookie Notice. Cookies are widely used in order to make websites work and the use of Cookies are to improve your user experience and produce statistics of visits.

Cookies are small amounts of data sent from the server, which is stored on your computer's hard disc drive. We may collect information about your computer, including where available your IP address, operating system, and browser type for system administration. This is statistical data about our users' browsing actions and patterns and does not identify any individual. For the same reason we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies help us to improve our services and to deliver a better and overall, more personalised service.

COOKIE	NAME	PURPOSE
Universal Analytics (Google)	_ga _gd _gid _gcl	<p>These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in a way that does not directly identify anyone, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.</p> <p>Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.</p> <p>Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.</p> <p><a href="https://policies.google.com/privacy">policies.google.com/privacy</a></p>

## HOW TO CONTROL COOKIES

You can control and/or delete cookies as you wish – for details, see [aboutcookies.org](https://aboutcookies.org).

You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

To opt out of being tracked by Google Analytics across all websites, you may want to visit: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).



## 9. CONTACT INFORMATION

This notice covers our entities in Switzerland:

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:

TAG Aviation SA  
Group Data Protection Office  
20, Chemin des Papillons  
1215 Geneva, Switzerland

## 10. REVISIONS AND CHANGES TO OUR PRIVACY POLICY

We may periodically update the Statements of our policy, if required. The latest version of this document will always be available on our Website with the revised date located hereafter: This Statement was last updated on 9th January 2023.