



KLM Privacy policy

This page includes:

- **Introduction**
- **The convenience of KLM's website**
- **Personal data**
- **E-mail newsletter**
- **Clicking behaviour**
- **Cookies/applets**
- **Security measures**
- **Links to other sites**
- **Contact**
- **Changes**

Introduction

The Koninklijke Luchtvaart Maatschappij NV (also known as KLM Royal Dutch Airlines) knows that the personal privacy of its passengers and members of its loyalty programme (referred to collectively as "customers"), prospective customers and the visitors to its website is very important. The personal data of KLM's customers, prospective customers and website visitors is therefore handled and protected with the greatest possible care in accordance with the requirements stated in the Dutch Personal Data Protection Act (WBP). KLM has its registered office at Amstelveen, Amsterdamseweg 55, postal code 1182 GP, the Netherlands and is the responsible party for processing the company's data. In accordance with the WBP, KLM has reported its processing of personal data to the Dutch Data Protection Authority (College Bescherming Persoonsgegevens - CBP) located in The Hague, the Netherlands. These reports are available to the public and can be accessed over the Internet at <http://www.cbpweb.nl/asp/ORSearch.asp>. To search, simply enter 'Koninklijke Luchtvaart Maatschappij' or '%KLM%' under 'naam'.

Discover the convenience of KLM's website

KLM is continually extending and improving its electronic services to make them more convenient for its customers, prospective customers and visitors to the KLM website. For example, the KLM website offers 24-hour access to online reservations and Flying Blue services. These e-services simplify everything from travel planning to e-tickets and online check-in. You can also obtain information about hotel and car rental reservations and travel insurance policies with our alliance partners.

What personal data does KLM process?

Within the framework of providing you with its services, selling its products and services or when you are in contact with KLM for any other reason, KLM records such data as your name, address, e-mail address, telephone number, personal (travel) preferences and interests. KLM uses your data for executing contracts, for providing services and for informing customers, prospective customers and visitors to the KLM website about the activities, products and services of KLM and its partners. In doing so, KLM endeavours to take account of your (travel) preferences and interests. The information provided by customers, potential customers and visitors to the website, help KLM in developing new services and products. Occasionally, KLM issues surveys or holds competitions and prize draws in which customers, prospective customers and/or visitors to the website are approached to participate.

E-mail newsletter

Providing electronic services is important to KLM, particularly because these e-services offer customers, prospective customers and website visitors quick and convenient access to information. When, for example, you subscribe to the electronic newsletter, you authorise KLM and its partners to use your e-mail address to send you the newsletter and other information such as news about special offers and surveys.

If you wish to grant or withdraw your permission for KLM and/or its partners to use your e-mail address for such purposes, you can do so as follows:

To subscribe to or stop receiving e-mail messages, please go to the Specials and Offers Page [Acties en aanbiedingen] at www.klm.com. Then select E-Mail Messages [E-mailnieuwsbrieven], and choose 'Subscribe' ['Aanmelden'] or Unsubscribe ['Afmelden'].

The KLM website's registration of clicking behaviour

On the KLM website, general visiting data such as the most commonly requested pages is recorded without this data being linked to the identity of the visitor. The aim of this is to ensure that the design of the KLM website is adapted as far as possible to meet the needs of visitors. This data can also be used to include information on the site that is better geared to the needs of visitors. In this way, KLM can continue to improve the service it provides.

The KLM website and its use of cookies/applets

In offering its services, KLM makes use of cookies/applets. These are compact pieces of information stored on the hard drive of your computer. KLM uses both temporary cookies and special cookies/applets.

Temporary cookies contain no personal data and are intended solely to make it easier for you to use the KLM website. Special cookies/applets are used on our website to enable it to recognise you whenever you visit the KLM website. With this information, the website can be designed especially to meet your needs - it is a tool designed to make using our website a more pleasurable experience. Even if you have switched off the use of cookies/applets in your browser you can still visit most parts of the KLM website.

What security measures does KLM apply?

KLM does its utmost to safeguard your personal data from unlawful use. Only authorised personnel have access to the data. If and inasmuch as it is necessary for KLM partners to take responsibility for all or part of the data processing, KLM has reached an agreement with them that they will handle your personal data with the same optimum level of security.

Linking to other websites

Certain pages on the KLM website include links to the websites of other companies. However, KLM cannot accept any responsibility for the way in which the other websites handle personal data. It is therefore recommended that you carefully read the policy (or statement) relating to the processing and protection of personal data by these non-KLM websites since the conditions applied by these websites may differ from the conditions KLM applies.

Contact

If you have any questions, comments or complaints about the protection of your personal data by KLM, please contact us using the [KLM Privacy Protection form](#). On receipt of the form, we will contact you as soon as possible.

If you would like to view your personal data, have it corrected, or would like to lodge an objection against the use of your personal data by KLM, please apply in writing, including a copy of your proof of identity, to:

KLM Royal Dutch Airlines
Privacy Office – AMSPI
PO Box 7700
1117 ZL Luchthaven Schiphol
The Netherlands

Changes

KLM reserves the right to revise its privacy policy from time to time. For this reason, please check regularly for the most recent version of the KLM privacy policy.

This version was drawn up on 7 June 2005