

Managing Customer Relationships, Personalization, and Marketing		
Purposes	Legal Basis	Categories of data
Customer experience improvement and personalization Customer satisfaction surveys, retargeting abandoned carts, customer segmentation and profiling, website and app personalisation	Legitimate interest of Luxair to continuously improve the quality of its services and the customer experience, retain its customer and better understand their expectations, as well as optimizing its commercial strategy, managing its marketing resources and personalising its communication	Identification data (Title, last name, first name, date of birth, customer number, MyLuxair ID, loyalty number, Miles & More status) Personal life (marital status, number of children) Traveler profile (family with children, young traveller, senior, single or couple, business traveller) Contact data (private/professional postal and email addresses, telephone/mobile numbers) Transactional data (bank information, payment method used, purchase/booking history, gift vouchers) Behavioural: browsing data, cookies, IP address, scoring, segmentation, abandoned carts Preferences: interests, survey responses, purchase frequency, interaction history Identification: customer number, MyLuxair ID
Marketing and promotional communications Sending promotional emails to customers and prospects; measurement and analysis of open rates and campaign performance; email deliverability management	Consent for prospects Legitimate interest of Luxair for existing customers, to promote our services and maintain the commercial relationship	Identification data: last name, first name Contact data: email address Behavioural: browsing data, cookies, IP address, scoring, segmentation, abandoned carts
Social media Interaction with profiles managed by Luxair on social media (Facebook, Tik Tok, Instagram, LinkedIn and Youtube)	Consent	Identification data (Title, last name, first name, date of birth, customer number, MyLuxair ID, loyalty number, Miles & More status) Contact data (private/professional postal and email addresses, telephone/mobile numbers) Social media Identifiers