

Website operations		
Purpose	Legal Basis	Categories of data
Essential website functionality and security Session management, security and fraud prevention, preference management, booking continuity and transaction processing	Legitimate interest of Luxair to ensure the proper functioning of the websites and guarantee its security	Technical data: session ID, load-balancer, identifier Device and browser: operating system, browser type Session related: duration Security event: bot indicator Preference: language, region
Consent management & compliance Recording and managing user consent choices; maintaining compliance records	Legal obligation	Consent status: Timestamp, Identifier
Analytics, performance, and optimization Performance analysis and technical analytics Follow-up email after an incomplete booking Website audience measurement and analytics	Consent	Technical data: session ID, identifier Device and browser data: operating system, browser type Session data: duration Behavioural data: Cookies, trackers, IP address, behavioural data, scoring, segmentation, abandoned carts
Personalisation and digital advertising Website personalisation; user experience optimisation; personalised offers and ancillary services; ad performance and conversion measurement	Consent for personalised offers related to upcoming flights Legitimate interest of Luxair to propose relevant ancillary services based on the passenger's next flights	Behavioural data: Cookies, trackers, IP address, behavioural data, scoring, segmentation, abandoned carts Transactional data: Booking data