

Privacy Policy

1. Personal data

In processing personal data Blue 1 operates in a manner within the Personal Data Act.

Certain online services offered by Blue1 are only available for registered users. Blue1 may, for the purposes of maintaining the customer relationship as well as in order to provide the services, request both registered and non-registered users to provide certain personal data, such as the name and telephone number, as well as an e-mail address, if the user wishes to be contacted via email. In addition, the user will be asked to provide payment card information for billing purposes when ordering the services. If the user wishes to benefit from the Eurobonus-system, the user will also need to provide Blue1 with his or her personal Eurobonus customer number.

The personal data supplied by the user will be stored in the Online-booking customer register maintained by Blue1. Blue1 processes any personal data supplied by the user in order for it to fulfil its obligations relating to handling and administration of reservations and payment, including use for the following purposes: accounting, billing and audit, credit or other payment card verification, immigration and customs control, security, administrative and legal purposes, system testing, maintenance and development, and maintaining customer relations. Blue1 uses the personal data supplied by the user for marketing purposes only if the user has given his/her explicit consent to such use. Personal data will not be transferred to third parties for marketing purposes without Blue1 first seeking the consent of the user for such transfer. The user may at any time prohibit the use or transfer of his/her personal data for marketing purposes by notifying the person responsible for the personal data register. For the purposes of providing the services and subject to a commission agreement, Blue1 regularly transfers personal data relating to the users to its Danish partner CSC. Additionally, Blue1 may transfer personal data relating to users to companies within the SAS Group or to its cooperation partners in Europe that are committed to assisting Blue1 in its provision of services to the users, such as airlines, travel agencies, credit card companies and data processing companies, as well as to governments and enforcement agencies. Unless otherwise provided by applicable legislation, Blue1 does not disclose personal data to third parties without the explicit consent of the user, except for the purposes described above.

In accordance with the Personal Data Act, the user may exercise the data subject's right of access to their personal data as processed by Blue1 by sending a written access request signed by the user addressed to the person responsible for the personal data register or by visiting Rahtitie 3, 01530 Vantaa in person, where also the description of the data file is available for review. The use of the data subjects' right of access is free of charge once each year. Upon request by the user, Blue1 corrects, deletes or supplements any erroneous personal data without undue delay. The user should contact the person responsible for the personal data register in order to correct any information.

2. Site usage data and usage of cookies

Blue1 may collect information on the users' usage of the web site, traffic volumes and other related statistics, and may process and analyse such data. In order to review the usage of the content of the Blue1 websites as well as to improve the usability of the services, Blue1 may use cookies. A "cookie" is a small text file that the Internet server will save on the users' computer. This enables Blue1 to collect information on how and when the services are used, and to improve the user friendliness of the

services. It is not possible to identify the individual users from the information collected through use of cookies. Although the user's browser is likely to automatically accept cookies, it is normally possible for the user to configure the browser settings so as not to accept cookies and to delete them from the computer. However, some of the services offered by Blue1 may not be available if the user's browser does not accept cookies.

3. Data security

The internet environment and web-based services are not completely secure. The user is responsible for the appropriate maintenance of the data security of his/her data systems.

Blue1 arranges the data security of its services in a generally accepted manner, cautiously, and in accordance with good data processing principles, and aims to use such technical solutions as are appropriate in order to prevent unauthorised access to its data systems. Where possible, the processing and data transfer between the user's web browser and Blue1's server is secured using 128 bit Secure Sockets Layer (SSL). Blue1 is, however, not able to guarantee complete data security.