

## Privacy Policy

Liverpool John Lennon Airport is a trading name of Liverpool Airport Limited whose registered number is 02116704 and registered office is Peel Dome, Intu Trafford Centre, Manchester M17 8PL. Air Traffic Control Services Limited whose registered number is 08292814 and registered office is Peel Dome, Intu Trafford Centre, Manchester M17 8PL, is a wholly owned subsidiary of Liverpool Airport Limited. This Privacy Policy applies to Liverpool Airport Limited and Air Traffic Control Services Limited (“we/us/our”).

This Privacy Policy (together with our Website Terms of Use and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting any of our websites including [liverpoolairport.com](http://liverpoolairport.com), [parking.liverpoolairport.com/book/LPL/Parking](http://parking.liverpoolairport.com/book/LPL/Parking) or [cheapliverpoolparking.com](http://cheapliverpoolparking.com), or our social media channels including [twitter.com/lpl\\_airport](https://twitter.com/lpl_airport), [facebook.com/liverpoolairport](https://facebook.com/liverpoolairport), [youtube.com/liverpoolairport](https://youtube.com/liverpoolairport), [linkedin.com/company/liverpool-john-lennon-airport](https://linkedin.com/company/liverpool-john-lennon-airport), [tiktok.com/@liverpoolairport](https://tiktok.com/@liverpoolairport) and [instagram.com/lpl\\_airport](https://instagram.com/lpl_airport), you are accepting and consenting to the practices described in this Privacy Policy. The social media channels detailed above will also have their own privacy policies which will apply to your use of such channels.

For the purpose of the Data Protection Act 2018 and any subsequent legislation (“Data Protection Legislation”), the Controllers in this Privacy Policy are Liverpool Airport Limited and Air Traffic Control Services Limited.

### Information we collect from you

We will collect and process the following personal data about you:

1. **Information you give us.** This is information about you that you give us by filling in forms on our websites (our “Site”), by subscribing to social media channels, marketing lists, by entering competitions or by corresponding with us by phone, e-mail, social media or otherwise. The information you give us may include your name, address, e-mail address, social media username, phone number, financial and credit card information, vehicle registration number and date of birth, passport information;
2. **Information we collect about you.** With regard to each of your visits to our Site we will automatically collect the following information:
  - i. technical information, including the internet protocol (IP) address used to connect your computer to the internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
  - ii. information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our Site (including date and time), products you viewed; page response times, download errors, duration of page visits, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page and any phone number used to call our customer service number;

3. **Information we receive from other sources.** This is information we receive about you if you use any of the other websites we operate or the other services we provide. In this case, we will have informed you when we collected the personal data if we intend to share it internally and combine it with personal data collected on the Site. We will also have told you for what purpose we will share and combine your personal data;
4. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers and search information providers). We will, where required, notify you when we receive information about you from them, and the purposes for which we intend to use that information.

## **Cookies**

Our Site uses cookies. We use cookies to personalise content and advertisements, provide social media features, analyse our traffic and improve the experience of users. We may also share information obtained from cookies about your use of our Site with our social media, advertising and analytics partners, who may combine it with other information that you have provided to them or that they have collected from your use of their services.

Cookies are small files of letters and numbers stored by the web browser on the hard drive of an internet user's computer or other device. For more detail on what cookies are and how they work, please see [allaboutcookies.org](http://allaboutcookies.org).

Individuals can block cookies by activating the setting on their internet browser that allows them to refuse the setting of all or some cookies. **However, if individuals use their browser settings to block all cookies (including essential cookies), they may not be able to access parts of the Site.**

You can find out more about our use of cookies on our [Cookie Policy](#) page, including a full list of active cookies on our Site.

## **The legal basis for processing your personal data**

In order to comply with applicable Data Protection Legislation, we are required to set out the legal basis for the processing of your personal data. In accordance with the purposes for which we collect and use your personal data, as set out below, the legal basis for processing your personal data will typically be one of the following:

1. our own or our third parties' legitimate business interests (for example, in maintaining and promoting our business by providing customers with feedback opportunities or other instances where we have established an existing legitimate interest);
2. the performance of a contract that we have in place with you;
3. your consent where appropriate; or
4. compliance with our legal obligations.

## **Uses made of the information**

We use information held about you in the following ways:

1. **Information you give to us.** We will use this information to:
  - i. carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
  - ii. provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about or which you have indicated you would like information on;
  - iii. provide you with information about partner offers that are similar to those that you have already purchased or enquired about or which you have indicated you would like information on;
  - iv. notify you about changes to our service;
  - v. carry out market research;
  - vi. ensure that content from our Site is presented in the most effective manner for you and for your computer.
  
2. **Information we collect about you.** We will use this information:
  - i. to administer our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
  - ii. to improve our Site to ensure that content is presented in the most effective manner for you and for your computer;
  - iii. to carry out market research;
  - iv. as part of our efforts to keep our Site safe and secure.
  
3. **Information we receive from other sources.** We will combine this information with information you give to us, and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

## **Disclosure of your information**

You agree that we have the right to share your personal data with selected third parties including:

1. business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you;

2. analytics and search engine providers that assist us in the use, improvement and optimisation of our Site and social media channels.

We will disclose your personal data to third parties:

1. in the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets;
2. if we or substantially all of our assets are acquired by a third party, in which case personal data held by us will be one of the transferred assets;
3. if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of business and other agreements; or to protect the rights, property, or safety of us, our customers, or others.

### **Where we store your personal data**

The personal data that we collect from you is stored inside the European Economic Area (“EEA”). It will be processed by staff who work for us and/or by third parties on our behalf. However, your information may also be transferred outside the EEA. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this Privacy Policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **Records retention**

We will keep your personal data for as long as we need it, or as otherwise prescribed by law, for the purposes set out above, and so this period will vary depending on your interactions with us. Our Data Retention Policy further describes our retention practices. Please note that where you unsubscribe from our marketing communications, you will still receive operational emails relating to the goods/services you have purchased.

### **Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your personal data) if we intend to use your personal data for such purposes, or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your personal data. You can also exercise the right at any time by emailing [marketing@liverpoolairport.com](mailto:marketing@liverpoolairport.com). If you have expressly opted-in to receive marketing information via the Site or any other platform you shall remain opted-in until such time as you expressly opt out or do not engage with us for a period of time as determined by us. Your continued opt in is pursuant to this Privacy Policy.

Our Site may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their

own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Social media features**

Our Site may also include social media or lead generation features, such as Facebook or Twitter buttons and widgets. These features may collect your IP address, which page you are visiting on our Site and may set a cookie to enable the feature to function properly. Social media and lead generation features and widgets may be hosted by a third party. Your interactions with these features and widgets are governed by the privacy policy of the company providing it.

### **Children**

Our Site is directed at an adult audience, and we do not knowingly collect information from or about children.

### **Access to information**

The Data Protection Legislation gives you the right to access information held about you. Your right of access can be exercised in accordance with the Data Protection Legislation. Any access request may be subject to a fee (where permitted) to meet our costs in providing you with details of the information we hold about you.

You also have a right to require any inaccuracies in your information to be corrected free of charge. You can ask us to modify your details by sending an e-mail to [marketing@liverpoolairport.com](mailto:marketing@liverpoolairport.com)

### **Changes to our Privacy Policy**

Any changes we make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

### **Contact**

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to [marketing@liverpoolairport.com](mailto:marketing@liverpoolairport.com)

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