

ELEVATE AIR, LTD.

Privacy Notice

We are Elevate Air, Ltd. (**we, us, our**). We are a private limited company registered with company number 14548162 and our registered office is Third Floor 1 Ashley Road, Altrincham, Cheshire WA14 2DT. We are committed to protecting the privacy and security of the personal data of Users and Passengers in accordance with the law.

This Privacy Notice describes how we collect, use, and look after User Personal Data and Passenger Personal Data and sets out the rights of a User and Passenger under data protection law. The Glossary sets out the meaning of terms used in this Privacy Notice.

1 Important information

- 1.1 This Privacy Notice supplements the other notices and terms published on our website (including our website terms of use (**Terms**)) and is not intended to override them.
- 1.2 We are the controller of, and are responsible for, the User Personal Data and the Passenger Personal Data.
- 1.3 To assist you further in understanding this Privacy Notice, we have set out in the Schedule a glossary of terms used in this Privacy Notice, examples of types of personal data we collect, how we use it, the lawful basis for processing such data and further details of rights of a User or Passenger.
- 1.4 Our website may include links to third-party websites, plug-ins, and applications. By clicking on these links or enabling connections you may be allowing third parties to collect or share your personal data. We have no control over these third-party websites, plug-ins or applications and are not responsible for their privacy notices, therefore you should read their privacy notices to understand what personal data they collect about you and how they use it.

2 Contact Us

- 2.1 If you have any questions about this Privacy Notice, including any requests to exercise your legal rights, please contact us in writing, either by:

Email: privacy@elevateair.co.uk

Post: Elevate Air, London Oxford Airport, Kidlington, Oxford OX5 1RA
- 2.2 Whether you are a User or a Passenger, you have the right to make a complaint at any time to the ICO at www.ico.org.uk. We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.
- 2.3 It is important that the data we hold about Users and Passengers is accurate and current, therefore you must keep us informed of any changes to the User Personal Data or the Passenger Personal Data (as applicable).

3 The data we collect

- 3.1 We may collect, use, store and transfer the types of personal data about the User and the Passenger listed in Part 1 of the Schedule. We may collect different personal data depending on whether you are making an enquiry through our website or making a booking for aircraft flight services with us. Please see the Schedule for more details on the different personal data we may collect.

- 3.2 We may also collect, use, and share aggregated data. However, if we combine aggregated data with the User Personal Data or the Passenger Personal Data so that it can directly or indirectly identify the User or the Passenger (as applicable), we treat this User Personal Data or Passenger Personal Data (as applicable).
- 3.3 We do not collect any special categories of data. We may collect information about criminal convictions and offences, as required by law or for external and internal security or regulatory compliance reasons.
- 3.4 If we are required by law, or under the terms of a contract we have with you, to collect your personal data and you fail to provide it:
- 3.4.1 we may not be able to enter into or perform the contract with you; and/or
- 3.4.2 we may have to cancel the supply of services to you and/or the contract (as applicable).

4 How personal data is collected

We collect personal data in the following ways:

Direct interactions <i>when you make a web enquiry with us or proactively reach out to us</i>	The User provides the User Personal Data by completing our online enquiry form or otherwise proactively reaching out to us.
Direct interactions <i>when you book a flight with us</i>	The User provides the User Personal Data by making a booking with us for the services. The User provides the Passenger Personal Data to us as part of booking a flight and confirming the information we require for each Passenger, in order to provide our services to the User and the Passenger. The User must ensure it has all required consents and permissions to transfer Passenger Personal Information to us, either from the Passenger itself, or the Passenger's parent, guardian or other authorised person acting on their behalf where the Passenger is a child or otherwise incapable of providing consent (as applicable) and including in circumstances where the User is a co-passenger or guest of the Passenger, or a concierge service acting on behalf of the Passenger(s).
Other direct interactions	You may provide personal data when you correspond with us (by post, phone, or email), where you subscribe to our mailing list or interact with our services in another manner such as providing a review or feedback.
Automated technology	We automatically collect personal data (technical and usage) when you browse or interact with our website, by using cookies, server logs and other similar technologies. We may also receive technical data about you if you visit other websites which use our cookies. Please see the information on Cookies in Part 4 of the Schedule.
Publicly available sources	We may collect personal data from publicly available sources such the Electoral Register and credit reference agencies, based inside the UK.
Third parties	We may receive personal data from: (a) analytics providers based outside the UK, such as Google; (b) advertising networks; (c) search information providers; and (d) our suppliers such as website support and maintenance

	providers.
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5 How we use personal data

- 5.1 We will only use the User Personal Data and the Passenger Personal Data when the law allows us to. Most commonly, we will use your personal data:
- 5.1.1 to perform the contract, we are to enter into or have entered into, with the User for the supply of services;
 - 5.1.2 to comply with a legal or regulatory obligation;
 - 5.1.3 for safety or emergency response reasons; or
 - 5.1.4 where it is necessary to carry out our legitimate interests (or those of a third party) and the User or Passenger's interests and fundamental rights do not override those interests.
- 5.2 Part 2 of the Schedule sets out the lawful basis we will rely on to process the User Personal Data and Passenger Personal Data.
- 5.3 Please note that we may process the User Personal Data and Passenger Personal Data for more than one lawful ground depending on the specific purpose for which we are using your information.

6 Change of purpose

- 6.1 We will only use the User Personal Data and the Passenger Personal Data for the purpose that we originally collected it for, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose or we have a lawful basis to change the purpose.
- 6.2 If we need to use the User Personal Data or the Passenger Personal Data for an unrelated purpose, we will notify the User and we will explain the legal basis which allows us to use the User Personal Data or Passenger Personal Data in this manner.
- 6.3 We may process the User Personal Data or Passenger Personal Data (without the User or Passenger's knowledge or consent) where this is required or permitted by law.

7 Marketing

- 7.1 The User will only receive marketing communications from us if they have made a booking for flight services with us and not opted out of receiving marketing communications or unsubscribed from our mailing list.
- 7.2 We may ask the User as part of our follow-up process to leave a review of our services. Where you provide such reviews or other statements, we are free to do what we like with such reviews, and you do not have any rights in respect of such reviews nor are you entitled to payment in respect of the same.
- 7.3 We will not share the User Personal Data or the Passenger Personal Data with third parties for their marketing purposes.
- 7.4 **How to opt out** – The User can opt out of email marketing by clicking the unsubscribe button within the particular marketing email. The User can also withdraw their consent to receive marketing communications and asked to be removed from our mailing list at any time by contacting us.

- 7.5 Should the User opt out of receiving marketing communications, we may still use the User Personal Data and the Passenger Personal Data for other purposes provided we have a lawful basis to do so.

8 Disclosure to third parties

- 8.1 We will only share the User Personal Data or Passenger Personal Data with the third parties set out in Part 4 of the Schedule (**Third Parties**). We require all Third Parties to respect the security of personal data and to treat it in accordance with the law. Such Third Parties can only process User Personal Data and Passenger Personal Data for specified purposes and in accordance with our instructions.
- 8.2 Some Third Parties may be based outside of the UK; therefore, User Personal Data or Passenger Personal Data may be transferred outside of the UK. Whenever we transfer personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:
- 8.2.1 we will only transfer personal data to countries that have been deemed to provide an adequate level of protection for personal data;
 - 8.2.2 we use specific contracts which give personal data the same protection it has in the UK with our services providers.

9 Data security

- 9.1 We operate appropriate security measures to prevent personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. Access to personal data is restricted to individuals who have a business need to know it, are under confidentiality obligations and can only process it on our instructions.
- 9.2 We have procedures in place to deal with any suspected personal data breach and will notify the User and any applicable regulator of a breach where we are legally required to do so.

10 Data retention

- 10.1 We will only retain the User Personal Data and Passenger Personal Data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, record-keeping, regulatory, accounting, or reporting requirements.
- 10.2 We may update our data retention practices from time to time and the User or Passenger can request details by contacting us. However, we are legally required to keep basic information about our customers (including contact, identity, financial and transaction data) for six years after the end of the tax year in which they cease being customers, for tax purposes.
- 10.3 We may also anonymise the User Personal Data or Passenger Personal Data (so that it can no longer be associated with the User or the Passenger) for research or statistical purposes. We can use anonymised information indefinitely without further notice to the User or the Passenger (as applicable).

11 The User and Passenger's legal rights

- 11.1 The User and the Passenger have rights in certain circumstances under data protection law. We also acknowledge that where the Passenger is unable to exercise these rights on their own behalf under law, a parent or guardian or other individual who has authority to make decisions for such Passenger, is permitted to exercise these rights on the Passenger's behalf, where to do so would be in the best interests of the

Passenger. The rights of the Passenger as set out in the Privacy Notice therefore apply in addition to such parents, guardians, or authorised persons.

- 11.2 The legal rights in relation to the User Personal Information and the Passenger Personal Information are set out in full in Part 3 of the Schedule. The User or Passenger may contact us should they wish to exercise such rights.
- 11.3 Neither the User nor the Passenger will have to pay a fee to exercise any of their rights unless their request is clearly unfounded, repetitive, or excessive. In which case, we may charge a reasonable fee for this information or refuse to comply with the request.
- 11.4 We may request specific information from the User or Passenger to help us confirm the User or Passenger's (as applicable) identity. This is a security measure to ensure that personal data is not disclosed to any person who does not have the right to receive it. Where a parent, guardian or authorised person makes a request on behalf of a Passenger, we make request specific information to help us to confirm that parent, guardian, or authorised person's identity, and we will process such personal data only to the extent required to respond to their request.
- 11.5 We try to respond to all legitimate requests within one month. Occasionally, it may take us longer than a month, such as if a request is particularly complex or the User or Passenger has made a number of requests. In this case, we will notify the User or Passenger (as applicable) and keep them updated.

12 Updates

- 12.1 We may change this Privacy Notice from time to time by updating this page. Please check it regularly to ensure that you are aware of any changes.
- 12.2 **This Privacy Notice was last updated in June 2024.**

Schedule

Part 1 Types of personal data

Where the User makes a web enquiry, the User may provide, and we may collect, the following types of personal data in relation to the User:

Contact data	Email address
Identity data	First name and last name.
Marketing and communication data	Your preferences in receiving marketing from us and our third parties and your communication preferences.
Technical data	Internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
Usage data	Information about how you use our website.

Where the User makes a booking for flight services with us, the User may provide, and we may collect, the following types of personal data in respect of the User and any Passengers in respect of whom you are booking a flight:

Contact data	Email address and telephone number of the User and each Passenger. Billing address and address of the User.
Financial data	Bank account and payment card details of the User. Financial data is collected by our payment gateway provider, and further details of their processing is set out at Part 4 of the Schedule.
Identity data	First name, last name, marital status, title, date of birth, gender, weight, any accessibility requirements, and passport number of the User and each Passenger. We would also note any relationship (e.g. parental relationship) between a User or Passenger(s).
Marketing and communication data	The User's preferences in receiving marketing from us and our third parties and communication preferences.
Profile data	The User's purchases or orders, interests, preferences, feedback, and survey responses.
Technical data	The User's internet protocol (IP) address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices used to access our website.

Transaction data	Details about payments to and from you and other details of services the User has purchased from us.
Usage data	Information about how the User uses our website services and flight services.

Part 2 Lawful basis for processing and processing activities

The lawful basis upon which we may rely on to process the User Personal Data and the Passenger Personal Data are:

Consent	The User has given their express consent for us to process the User Personal Data and the Passenger Personal Data for a specific purpose.
Contract	The processing is necessary for us to perform our contractual obligations with the User under our contract, or because the User has asked us to take specific steps before entering into a contract with you.
Legal obligation	The processing is necessary for us to comply with a legal or regulatory obligation.
Legitimate interests	The processing is necessary for our or a third party's legitimate interest e.g. in order for us to provide the best service via our website we are required to process the User Personal Data. The processing is necessary for our or a third party's legitimate interest e.g. in order for us to provide the best service through our flight services, we are required to process the User Personal Data and the Passenger Personal Data. Before we process the User Personal Data or the Passenger Personal Data on this basis, we make sure we consider and balance any potential impact on the User or the Passenger (as applicable), and we will not use the User Personal Data or Passenger Personal Data on this basis where such impact outweighs our interest.

Set out below are specific details of the processing activities we undertake with the User Personal Data and the Passenger Personal Data and the lawful basis for doing this. We have highlighted in grey those activities which involve the processing of Passenger Personal Data in addition to User Personal Data.

Purpose/Activity	Type of data	Lawful basis for processing
To register the User as a new customer.	Contact and identity	to perform our contract with the User.
To process and deliver the User's booking, manage payments, fees and charges and debt recovery.	Contact, financial, identity, marketing, communications, and transaction	(i) to perform our contract with the User. (ii) as necessary for our legitimate interest in recovering debts due to us.

To book a flight and deliver our services to the User and Passengers included in the booking.	Contact and identity	(i) to perform our contract with the User. (ii) as necessary to comply with a legal obligation; (iii) consent, where the User has requested that we contact them in order to make a booking.
To retain records of flight logs and handling weight balance and report the same to our regulatory authority where requested, or as part of an audit.	Contact and identity	(i) to perform our contract with the User. (ii) as necessary to comply with a legal obligation and regulatory requirement; (iii) as necessary for our legitimate interests in keeping our records updated.
To manage our relationship with the User and notify the User of changes to our Terms or Privacy Notice.	Contact, identity, profile, and marketing and communications	(i) to perform our contract with the User. (ii) as necessary to comply with a legal obligation; (iii) as necessary for our legitimate interests in keeping our records updated and analysing how customers use our services.
To administer and protect our business and this Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	Contact, identity and technical	(i) as necessary for our legitimate interests in running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise; (ii) as necessary to comply with any legal obligations.
To deliver relevant website content/advertisements to the User and measure or understand the effectiveness of our advertising.	Contact, identity, profile, marketing, communications, technical and usage	As necessary for our legitimate interests in studying how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy.
To use data analytics to improve our website, services, marketing, customer relationships and experiences.	Technical and usage	As necessary for our legitimate interests to define types of customers for our services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy.

Part 3 Your legal rights

- The User has certain legal rights in respect of the User Personal Data; and
- The Passenger has certain legal rights in respect of the Passenger Personal Data.

A summary of the above rights is set out in the below table (in respect of either the User Personal Data or Passenger Personal Data as applicable):

Access your data	The User or the Passenger can ask for access to and a copy of the User Personal Data or Passenger Personal Data (as applicable) and can check we are lawfully processing it.
Correction	The User or the Passenger can ask us to correct any incomplete or inaccurate personal data we hold about the User or the Passenger (as applicable).
Erasure	The User or the Passenger can ask us to delete or remove the User Personal Data or Passenger Personal Data (as applicable) where: (a) there is no good reason for us continuing to process it; (b) the User or Passenger (as applicable) has successfully exercised their right to object (see below); (c) we may have processed the User Personal Data or Passenger Personal Data unlawfully; or (d) we are required to erase the User Personal Data or Passenger Personal Data to comply with local law. We may not always be able to comply with a request for specific legal or regulatory reasons, which will be notified to the User or Passenger (as applicable) at the time of their request.
Object	The User or Passenger can object to the processing of the User Personal Data or Passenger Personal Data (as applicable) where: (a) we are relying on our legitimate interest (or that of a third party) as the basis for processing the User Personal Data or Passenger Personal Data, if the User or Passenger feel it impacts on the User's or Passenger's (as applicable) fundamental rights and freedoms; or (b) we are processing the User Personal Data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process the User Personal Data or Passenger Personal Data which overrides the User's or Passenger's (as applicable) rights and freedoms and in such circumstances, we can continue to process the User Personal Data or Passenger Personal Data for such purposes.
Restrict processing	The User or the Passenger can ask us to suspend or restrict the processing of the User Personal Data or Passenger Personal Data, if: (a) the User or the Passenger wants us to establish the accuracy of the User Personal Data or Passenger Personal Data (as applicable); (b) our use of the User Personal Data or Passenger Personal Data is unlawful, but the User or Passenger does not want us to erase it; (c) the User or Passenger needs us to hold the User Personal Data or Passenger Personal Data (as applicable and where we no longer require it) as the User

	or Passenger needs it to establish, exercise or defend legal claims; or (d) the User or Passenger has objected to our use of the User Personal Data or Passenger Personal Data (as applicable), but we need to verify whether we have overriding legitimate grounds to use it.
Request a transfer	The User or Passenger can request a transfer the User Personal Data or Passenger Personal Data (as applicable) which is held in an automated manner and which the User or Passenger (as applicable) provided their consent for us to process such personal data or which we need to process to perform our contract with the User or a third party. We will provide the User Personal Data or Passenger Personal Data in a structured, commonly used, machine-readable format.
Withdraw your consent	The User or the Passenger can withdraw their consent for the processing of the User Personal Data (as applicable) and consent for the processing of the Passenger Personal Data at any time (where we are relying on consent to process the User Personal Data or Passenger Personal Data) (as applicable). This does not affect the lawfulness of any processing carried out before the User or Passenger withdrew their consent.

Part 4 Third Parties

Service providers	Our IT and system administration service providers, acting as processors.
Website Provider	Our website provider, GoDaddy.com, LLC who provides hosting and website maintenance services to us, acting as a controller and will process your data in accordance with its privacy notice: https://www.godaddy.com/en-uk/legal/agreements/european-supplemental-privacy-notice . For more information on the Cookies active on our website and how you may control your privacy settings, please refer to the Cookies information in GoDaddy's privacy notice: https://www.godaddy.com/en-uk/legal/agreements/privacy-policy .
Payment Gateway Providers	Our payment gateway provider, acting as a controller, who requires information to collect and process payments on our behalf for booking made with us or to issue refunds.
Elevate Air Group	Acting as processors or controllers, who provide statistical data analysis so we can improve our service and monitor our compliance with the regulatory authorities set out below.
Professional advisors	Acting as processors or controllers including lawyers, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance and accounting services.
HM Revenue & Customs, regulators, and other authorities	Acting as processors or controllers who require reporting of processing activities in certain circumstances, for example the Civil Aviation Authority.

Other third parties	Such third parties whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this Privacy Notice.
Partners Providing Enhanced or Related Services	Third parties that may offer enhanced or related services, such as airline partners or ground transportation partners, acting as controllers.

Part 5 Glossary

Aggregated data	Information such as statistical or demographic data which may be derived from personal data, but which cannot by itself identify a data subject.
Controller	A body that determines the purposes and means of processing personal data.
Data subject	An individual living person identified by personal data (which will generally be you).
ICO	Information Commissioner's Office, the UK supervisory authority for data protection issues.
Passenger	An individual who receives our services as a passenger on a flight booked by the User.
Passenger Personal Data	Personal data of a Passenger.
Personal data	Information identifying a data subject from that data alone or with other data we may hold but it does not include anonymised or aggregated data.
Processor	A body that is responsible for processing personal data on behalf of a controller.
Special categories of personal data	Information about race, ethnicity, political opinions, religious or philosophical beliefs, trade union membership, health, genetic, biometric data, sex life and sexual orientation.
Third Parties	has the meaning given in clause 8.1.
User	An individual who: • uses our website, regardless of where our website is accessed from; and/or • books flight services with us.
User Personal Data	Personal Data of a User.
Website	Our website is www.elevateair.co.uk .