

## London City Airport Data Protection Policy for Communications

London City Airport Ltd (the airport) Communications department need to collect and use personal data in order to develop the business and meet registered individuals' requirements effectively. The airport recognise that the lawful and correct treatment of personal data is very important to the successful operations and to maintaining registered individuals (individuals) confidence in our practices

Any personal data which the airport collect, record or use in will have appropriate safeguards applied to it to ensure best practice within the boundaries set Data Protection Act 1998 (DPA). The airport endorses and complies with eight principles of Data Protection as set out in the DPA

These principles state that personal data **must** be:-

1. processed for specified and lawful purposes and not in any other way which would be
2. incompatible with those purposes
3. adequate , relevant and not excessive
4. accurate and kept up to date  
not kept for longer than is necessary
5. not processed in line with the data subject's rights
6. kept secure
7. not transferred to a country which does not have adequate data protection laws

In order to meet the requirements of the principles, the airport will:

- not disclose information to any third party and have no intention of doing so in the future. Data is strictly for the use of the Communications department at the airport and an individual's personal data will not be shared or disclosed with any other company.
- observe the conditions regarding the fair collection and use of personal data meet our obligations
- specify clearly the purposes for which personal data is used
- collect and process appropriate personal data only to the extent that it is needed to fulfill the airport's communication needs
- comply with any legal requirements ensure the quality of personal data used

- apply strict checks to determine the length of time personal data is held ensure that the rights of individuals about whom the personal data is held, can be fully exercised under the Act
- take appropriate security measures to safeguard personal data ensure that personal data is not transferred without suitable safeguards and only move data when website development requires that it is absolutely necessary
- state the intent of use of the data collected.
- will take appropriate steps to ensure individuals have given their consent for the airport to hold, use and retain the information.

The airport has a responsible communication policy and do not give, sell, trade or disclose individuals details to any other company outside London City Airport Ltd. Individuals will only be contacted by London City through the consented channel provided.

If individuals do not wish to be marketed in this way they can write to the Communications department at London City Airport, City Aviation House, London, E16 2PB stating their contact email address (they used to subscribe with) or simply choose to unsubscribe via the link on the next communication they receive.

Under the Act, individuals may write to the Communications department as above and request a copy of the information which we hold about you. At present we do not charge for this service but requests take a maximum of two weeks to be processed. If the details are inaccurate the individual can ask us to amend them or update the information once they have logged in to their account at [Londoncityairport.com](http://Londoncityairport.com).

The airport use Pure360 to facilitate the management (delivery and monitoring the success) of its email communications. As a result opt-outs and bounces are automatically flagged and blocked from future communications to ensure accuracy and recency of the data held. For details of Pure360 and their privacy statement just visit their site at [www.pure360.com](http://www.pure360.com)