

Brussels Airport Company - Online Services Privacy Statement

Please note: Brussels Airport will be renewing its online shopping platform in autumn 2025. As part of this, certain services will be phased out and no longer offered from 17 September 2025. This transition will **not affect** the purposes for which your data is used or your rights as a user. Brussels Airport will continue to process your data as the data controller under the same conditions as described in this privacy statement. This notification is provided solely for transparency purposes; you do not need to take any action. **No new or different processing** of your personal data will take place in the context of these technical changes.

From 24 November 2025, when the new systems are rolled out, we will publish an updated privacy statement to clearly inform you about the processing of your personal data when using our Online Services. If you have any questions, please contact our Data Protection Officer (DPO) via the usual channels mentioned in our privacy statement.

1. Introduction

Brussels Airport Company NV ("Brussels Airport") values your privacy and therefore takes the necessary steps to protect your personal data in accordance with (i) the General Data Protection Regulation of 25 May 2018, (ii) the Belgian law of 30 July 2018 on the protection of natural persons with regard to the processing of personal data, and (iii) the general Brussels Airport Privacy Statement (<https://www.brusselsairport.be/en/privacy-policy>).

Brussels Airport processes certain personal data in the context of its online services and online accounts. The types of personal data that are thereby processed and the circumstances under which this is done are explained in this Online Services Privacy Statement. Moreover, these provisions are complementary to the general Brussels Airport Privacy Statement. Should there be any differences between the general Brussels Airport Privacy Statement and the Online Services Privacy Statement, the provisions of the latter take precedence. Capitalized terms not defined herein have the meaning attributed to them in the general Brussels Airport Privacy Statement or Terms and Conditions of the online service concerned.

Brussels Airport Company NV/SA, Topos Merode, Priester Cuypersstraat 3 Rue Abbé Cuypers, 1040 Brussels, is the data controller of the personal data that fall within the scope of this privacy statement, unless stated otherwise.

2. Processing personal data in the context of our online services

Anyone can visit our websites, without having to identify himself or herself (a "Visitor"). However, identification may be required for the use of our specific online services or digital experiences with Brussels Airport ("Registered User").

For certain processing of personal data within the context of specific online services, a detailed privacy statement of the services themselves may apply.

This privacy statement only applies to the processing of personal data by or on behalf of Brussels Airport. If a third party is involved in the provision of our online services as data controller, this privacy statement shall not apply to the data processing by those third parties, over which Brussels Airport has no control.

2.2 Visitors

If you visit one of our websites and you do not activate or participate in any services, Brussels Airport only processes a limited amount of personal data. These data are always processed regardless of whether you are a Visitor or a Registered User.

- **Types of personal data and purposes**

Electronic data and information about your browsing behavior: this includes the IP address of your electronic device or data that provides insight into how you use the websites of our online services (e.g. type of browser and pages visited). This information is collected via cookies or other automatic technologies and is processed to evaluate and improve the website and to provide technical support (see the [Cookie Statement](#) for more information).

- **Data retention**

Data for electronic identification and information about your surfing behavior are processed during the retention period of the relevant cookie(s), stated in the [Cookie Statement](#).

2.3 Registered User

I. **Brussels Airport Account**

To use specific vouchers or purchase certain products online, you can create a personal account on our general [Brussels Airport website](#) ("Brussels Airport Account").

- **Types of personal data and purposes**

Identification and account data: when you sign up for a Brussels Airport Account, you can register with your e-mail by entering your first name, last name, e-mail address and a password. You can also choose to sign up via login services of social media platforms ("social login"). These services verify your identity and will share certain personal data with us, depending on which personal data you have made available through the social media platform concerned. Brussels Airport will only process your full name and e-mail address for the purpose of creating a Brussels Airport Account. To manage your privacy settings on your social media platform profile page and specifically indicate which personal data you wish to share with third parties through your social media account, please refer to the policy of the relevant social media platform.

Your identification and account data are processed based on your consent, to create and manage your personal account and identify the associated services or benefits on your unique account.

You may also choose to further optimize your personal experience, by completing your Brussels Airport Account with some optional information, such as your gender, birthday, and preferred language. From this information, we can also make analyses for statistical purposes. Optionally, you can also provide your address and phone number, but this data is only used and linked in case you purchase a bTag. In that case, the [bTag Privacy Statement](#) applies.

- **Data retention**

Your identification data, account details and info about your account usage will be stored in our digital customer database for up to 3 years after your last activity on your Brussels Airport Account, unless you deactivate your account earlier. As soon as this period has lapsed, all data will be made anonymous.

II. Enjoy

"Enjoy!" is the Brussels Airport online experience programme, freely accessible at <https://enjoy.brusselsairport.be>. If you wish to participate in the experience programme and services offered through "Enjoy!", you must create an Enjoy! account ("Enjoy! Member").

- **Types of personal data and purposes**

Registration for Enjoy! can be done directly through the Enjoy! website or when registering on one of BAC's digital channels (websites or applications).

Identification and account data: when creating an Enjoy! account, the following personal data are compulsorily registered: your first and last name and e-mail address. Upon registration, a username and password are created for your Enjoy! account.

You can also choose to sign up via login services of social media platforms ("social login"). These services verify your identity and will share certain personal data with us, depending on which personal data you have made available through the social media platform concerned. Brussels Airport will only process your full name and e-mail address for the purpose of creating an Enjoy! account. To manage your privacy settings on your social media platform profile page and specifically indicate which personal data you wish to share with third parties through your social media account, please refer to the policy of the relevant social media platform.

This personal data is processed in order to (i) identify you and link your Enjoy! membership to your unique profile, and (ii) manage your account on Enjoy!, including assigning your personal Benefits.

Optional contact details: You may also choose to further optimize your personal experience, by completing your Enjoy! profile with some optional information, such as your gender, birthday, and preferred language. From this information, we can also make analyses for statistical purposes. Optionally, you can also provide your address and phone number in your

Enjoy! account, but this data is only used and linked in case you purchase a bTag. In that case, the [bTag Privacy Statement](#) applies.

You can register for our online newsletters or other direct marketing communications by entering your e-mail address when you create an account, via our mailings or through other channels such as campaign registration forms and online contests. We shall, however, always ask you expressly for your consent to receive these communications and you can unsubscribe at any time.

Information about your account usage: the experiences, services and purchased products for which you use 'Hearts' or by which you earn 'Hearts' (e.g. purchases on the Online Shop) are recorded in order to manage your Enjoy! Membership and Benefits and for analytical reporting of our Enjoy! programme.

For more information on the data we process to handle your purchases: see the section Online Shop below. If you make purchases and use your Enjoy! membership, we register them in your account.

Flight details: without any obligation, you can also enter your flight details in your Enjoy! account. For this you can either manually add flight number, departure and arrival airport and flight date, or scan your boarding pass. If you opt for the latter, we will only collect your flight number, airport of departure and arrival, flight date and the airline, as stated on the boarding pass.

- **Data Retention**

Your identification data, account info and flight details will be stored for up to 3 years after your last activity on "Enjoy!", unless you deactivate your account earlier. After this, all data will be made anonymous.

- **Enjoy! Bundle**

As a registered Enjoy! Member, you can purchase an Enjoy! Bundle through the Online Shop (see the section Online Shop below). When purchasing an Enjoy! Bundle, a personal QR-code will be created and linked to your Enjoy! account with the Comfort Services included in your Bundle (Fast Lane, Lounge or bTag) and/or other Benefits.

For the personal data processed when activating the bTag as part of your Enjoy! Bundle, the [bTag Privacy Statement](#) is applicable.

2.4 Online Shop

The Brussels Airport Online Shop is a publicly available online trading platform, selling Products/Services of Brussels Airport and of third-party sellers. In order to acquire Products and/or Services through the Online Shop, Users will be required to identify themselves on the Online Shop. If you want to purchase any Products and/or Services, you can create a guest account ("Guest User") or you can register or login as an Enjoy! Member (see also the section "Enjoy" above).

- **Types of personal data and purposes**

Identification and account data: we process your e-mail address, first and last name, both if you make a purchase as a Registered User or as a Guest User, for the performance of your agreement with Brussels Airport (and, if applicable, the Seller) and to send you the confirmation and pick-up details if applicable. For Registered Users, your benefits and purchases are tracked in your account.

Flight details: we process your flight data including flight number, departure and arrival airport and flight date as provided by you as part of your order to (i) execute your agreement regarding your purchases on the Online Shop and arrange the pick-up, and (ii) to comply with legal obligations regarding purchases at or from the airport.

Payment information: upon payment, the name of the cardholder, (credit/debit) card number, bank card expiration date and CVC number (verification code) are processed to complete your order on the Online Shop.

Optional contact details: optional data such as preferred language and phone number will only be processed if they have been provided by you and in case of problems with regard to your order.

Optional billing information: optionally, you can request an invoice for your purchases on the Online Shop via the "Request an invoice" form. To do so, you will have to provide the following professional contact information in the form: company name, billing address, VAT number and e-mail address.

- **Brussels Airport Products**

If you purchase Products/Services of Brussels Airport itself (Comfort Services and Bundles thereof) on the Online Shop, some specific personal data might be processed.

If you buy a Fast lane Pass, Lounge Pass or Bundle with (unlimited) Comfort Services, a personal QR code will be created and linked to your Enjoy! account. In your account, you will be able to keep track of the remaining Comfort Services.

When purchasing a Fast Lane Pass or Lounge Pass ("Pass") as a Guest User or Registered User, we ask you to also provide the following data: flight date, destination and the number of passengers you are traveling with. You will then receive your personal QR code which entitles you to one-time access to the Pass during 1 year after your purchase.

- **Data retention**

Your identification & account data, flight details, payment info and optional contact details will be stored for up to 3 years after your last activity on the Online Shop. As soon as this period has lapsed, all data will be made anonymous. If you are a Registered User, specific data can be deleted earlier if you deactivate your account or delete your account data.

If you request an invoice, we will retain this data for 7 years, in accordance with legal obligations.

3. Personal data sharing in the context of our online services

3.1 Personal data shared with third party providers (website services)

In order to offer our online services, Brussels Airport engages the services of third parties, including but not limited to IT hosting providers, IT platforms, telecom providers, etc. You agree that Brussels Airport may share your personal data with these third parties in the context of our online services. These service providers are limited to processing your personal data in accordance with our instructions for the performance of their services.

3.2 Personal data shared with Sellers and pick-up point staff

When ordering products and/or services on our Online Shop, Brussels Airport may need to share certain personal data with Sellers and pick-up point staff in order to enable them to provide and deliver the Product and/or Service to you.

3.3 Personal data shared with payment service providers

To allow you to purchase Products and/or Services on our Online Shop, Brussels Airport uses payment services such as Stripe or KBC, which process your payment data directly through their own payment portal or mobile application. Your payment data is processed according to the privacy statement of the respective payment service provider, as data controllers.

This Privacy Statement does not prevent Brussels Airport from sharing your personal data with the competent authorities if they so request.

4. International transfers of personal data

If possible, BAC will always process your personal data within the European Economic Area (EEA). Where this is not possible, appropriate measures will be taken to ensure the protection of your personal data.

5. Your rights

In accordance with applicable data protection legislation, you have in certain cases a number of rights regarding (the processing of) your personal data:

- Right to withdraw your consent. You may withdraw your consent, used for direct marketing purposes, among others, at any time via the "Manage Consent" page in your Brussels Airport Account or your Enjoy! Profile and through the marketing e-mails themselves.
- Right to access your personal data. You can access your personal data that we process as part of the Brussels Airport Account or Enjoy! programme also in your respective profile.

- Right to change your (incorrect) personal data. You are responsible for correcting any outdated or incorrect data stored in your accounts via the “My Data” page.
- Right to erasure of your personal data. You can delete your account or delete certain data at any time via the "My Data" page in your Enjoy! profile or Brussels Airport Account. You acknowledge that in this case certain services or products can no longer be offered.
- Right to restrict the processing of your personal data. You may also request to restrict the processing of your personal data for specific purposes.
- Right to object to the processing of your personal data and to automated individual decision-making, including profiling (if applicable);
- Right to transferability of your personal data;
- Right to lodge a complaint with the Data Protection Authority.

You can manage most of the abovementioned rights yourself at <https://enjoy.brusselsairport.be/en/my-privacy>. For more information on these specific rights and how to exercise them, please consult the [general Brussels Airport Privacy Statement](#).

In case of questions about this privacy statement or the processing of your personal data, you can send a signed, written request to Brussels Airport, by post: Brussels Airport Company NV/SA, attn. the Data Protection Officer, Topos Merode, Priester Cuypersstraat 3 Rue Abbé Cuypers, 1040 Brussels, or by email: privacy@brusselsairport.be.

Despite all our efforts to protect your privacy and to comply with relevant legislation, you may disagree with the way in which we collect, use and/or process your personal data. In this case, you can also file a complaint with the Belgian Data Protection Authority, which you can contact by post: Gegevensbeschermingsautoriteit/Autorité de protection des données, Rue de la Presse 35, 1000 Brussels or by email: contact@apd-gba.be.

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