

Privacy Policy

Norlandair ehf. | Last updated: [07/09/26]

Norlandair ehf. respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and share personal data when you visit our website, book or manage a flight, contact us, travel with us, use our services, or submit a request or claim.

This Privacy Policy applies to Norlandair's scheduled flights, charter flights, freight-related enquiries, customer service, claims handling, website use, and related services.

1. Who is responsible for your personal data?

Norlandair ehf. is the controller of the personal data described in this Privacy Policy.

Norlandair ehf.
Akureyri Airport
600 Akureyri
Iceland
Email: norlandair@norlandair.is
Phone: +354 414 6960

For privacy-related requests, please contact us at: norlandair@norlandair.is and write "Privacy request" in the subject line.

2. What personal data we collect

Booking and passenger data

This may include name, contact details, booking reference, ticket information, travel dates, route, fare type, passenger type, date of birth where required, nationality or travel document information where required by law or destination rules, and information about other passengers included in the same booking.

Contact and communication data

This may include your email address, phone number, postal address, message content, customer service correspondence, complaint or claim details, and records of our communications with you.

Payment and refund data

This may include payment status, transaction reference, masked payment card details, refund details, invoices, receipts, and related accounting information. We do not store full payment card numbers unless this is explicitly stated at the point of payment. Payment card processing is normally handled by secure payment service providers.

Travel service data

This may include check-in status, boarding information, baggage information, additional services, special assistance requests, pet travel requests, unaccompanied minor arrangements, disruption handling, rebooking, cancellation, no-show status, and refund or compensation information.

Special category data

In limited cases, we may process sensitive personal data, such as health-related information, where this is necessary to provide special assistance, assess fitness to fly, handle an incident, comply with aviation

safety requirements, or protect vital interests. We only process this type of data where we have a valid legal basis under applicable data protection law.

Website and technical data

When you use our website, we may collect technical information such as IP address, browser type, device information, pages visited, time of visit, referral source, cookie identifiers, and similar analytics or security data.

Marketing data

If you subscribe to newsletters or marketing communications, we may process your name, email address, preferences, and consent status.

3. How we collect personal data

We collect personal data directly from you when you:

- book or manage a flight;
- contact our office or customer service;
- check in for a flight;
- request changes, cancellations, refunds, compensation, or assistance;
- submit information for children, infants, unaccompanied minors, pets, baggage, or special assistance;
- subscribe to marketing communications;
- use our website or online services.

We may also receive personal data from travel agents, group booking organisers, payment providers, airport handlers, operating carriers, public authorities, or other parties involved in providing your travel service.

If you provide personal data about another passenger, you must ensure that you are authorised to do so and that the passenger is informed about this Privacy Policy.

4. Why we use your personal data

To provide flight and travel services

We use your data to create and manage bookings, issue tickets, process payments, provide check-in and boarding, carry baggage, provide customer service, handle schedule changes, cancellations, rebookings, refunds, compensation claims, and other travel-related services.

To communicate with you

We use your contact details to send booking confirmations, service messages, travel updates, disruption notices, operational information, replies to enquiries, and information related to claims or requests.

To comply with legal and aviation obligations

We may process data to comply with aviation safety, security, border control, tax, accounting, consumer protection, passenger rights, and other legal obligations.

To provide assistance and special services

We may use relevant information to provide special assistance, handle unaccompanied minor arrangements, support passengers with reduced mobility or medical needs, and manage pet travel requests.

To handle claims, disputes and enforcement

We may process data to handle refund requests, compensation claims, complaints, insurance matters, legal claims, debt collection, fraud prevention, misuse of payment cards, and enforcement of our terms and conditions.

To operate and improve our website and services

We may use technical and analytics data to maintain website security, detect errors, improve usability, measure traffic, prevent abuse, and develop our services.

To send marketing communications

Where permitted by law, and where required based on your consent, we may send newsletters, offers or updates. You can unsubscribe at any time.

5. Legal basis for processing

We process personal data only where we have a legal basis under applicable data protection law. Depending on the situation, the legal basis may be:

- **Performance of a contract:** to book, manage and provide travel services to you.
- **Legal obligation:** to comply with aviation, security, accounting, tax, consumer protection, and passenger rights obligations.
- **Legitimate interests:** to operate our business, respond to enquiries, prevent fraud, improve services, maintain security, handle claims, and protect our rights.
- **Consent:** for certain cookies, marketing communications, or other processing where consent is required.
- **Vital interests:** in emergencies where processing is necessary to protect someone's life or safety.
- **Special category grounds:** where health or assistance-related data is necessary for travel, safety, legal claims, or where you have given explicit consent when required.

6. Who we share personal data with

We may share personal data where necessary with:

- airlines or operating carriers involved in your journey;
- airport operators and ground handling providers;
- check-in, boarding, baggage, cargo, and operational service providers;
- payment service providers and banks;
- booking system, IT hosting, email, SMS, and customer service providers;
- travel agents, tour operators, or group organisers involved in your booking;
- public authorities, regulators, law enforcement, customs, immigration, aviation authorities, or courts where required;
- insurance companies, legal advisers, auditors, accountants, and professional advisers;
- service providers that help us operate our website, systems and communications.

We require service providers that process personal data on our behalf to protect the data and only process it according to our instructions.

7. International transfers

Some service providers or recipients may be located outside Iceland, the European Economic Area, or countries recognised as providing adequate data protection. Where personal data is transferred

internationally, we use appropriate safeguards as required by applicable data protection law, such as adequacy decisions, standard contractual clauses, or other lawful transfer mechanisms.

8. How long we keep personal data

We keep personal data only for as long as necessary for the purposes described in this Privacy Policy, including to provide services, comply with legal obligations, resolve disputes, and protect our rights.

Typical retention periods include:

- booking and ticket records: for the period necessary to provide the service and meet accounting, tax, audit, and legal requirements;
- payment and invoice records: as required by accounting and tax law;
- customer service enquiries: for as long as needed to respond and manage follow-up;
- claims, complaints and disputes: for as long as needed to handle the matter and protect legal rights;
- marketing data: until you unsubscribe or withdraw consent, unless we need to keep a limited suppression record;
- website analytics and cookie data: according to the relevant cookie lifetime and analytics settings.

Where possible, we delete, anonymise, or restrict personal data when it is no longer needed.

9. Cookies and similar technologies

Our website may use cookies and similar technologies to make the website work, remember choices, improve performance, analyse traffic, and support security.

Some cookies are necessary for the website to function. Other cookies, such as analytics or marketing cookies, are used only where permitted by law and, where required, with your consent.

You can manage cookies through the cookie settings on our website or through your browser settings. Blocking some cookies may affect website functionality.

A separate Cookie Policy or cookie settings panel should provide more detailed information about the cookies used, their purpose, provider, and lifetime.

10. Security

We use appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, disclosure, or destruction. These measures may include access controls, secure systems, encryption where appropriate, logging, staff confidentiality, supplier controls, and regular review of security practices.

No system is completely secure, but we work to protect personal data in line with the nature of the data and the risks involved.

11. Your rights

Subject to applicable law and certain limitations, you may have the right to:

- request access to your personal data;
- request correction of inaccurate or incomplete data;
- request deletion of your personal data;
- request restriction of processing;
- object to processing based on legitimate interests;
- withdraw consent where processing is based on consent;
- request data portability where applicable;

- object to direct marketing;
- lodge a complaint with a data protection authority.

To exercise your rights, contact us at norlandair@norlandair.is.

We may need to verify your identity before responding. We will respond within the time limits required by law.

12. Complaints

If you are unhappy with how we process your personal data, please contact us first so we can try to resolve the matter.

You also have the right to lodge a complaint with the Icelandic Data Protection Authority:

Persónuvernd
Icelandic Data Protection Authority
Website: personuvernd.is

13. Children

We process children's personal data when necessary to provide flight services, including bookings for children, infants, and unaccompanied minors. Where a parent, guardian, travel organiser, or other authorised person provides information about a child, that person is responsible for ensuring that the information is accurate and that they are authorised to provide it.

We use children's personal data only for the relevant travel, safety, legal, and customer service purposes.

14. Automated decision-making

We do not use personal data for automated decision-making that produces legal or similarly significant effects on you, unless this is clearly explained separately and permitted by law.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The latest version will be published on our website with the updated date. Significant changes may be notified where appropriate.

16. Contact us

For questions about this Privacy Policy or our handling of personal data, please contact:

Norlandair ehf.
Akureyri Airport
600 Akureyri
Iceland
Email: norlandair@norlandair.is
Phone: +354 414 6960

Implementation note

Before publishing, confirm the actual processors: booking engine/PSS, payment provider, email/SMS provider, analytics/cookie tools, hosting provider, and whether any data goes to Greenland or other non-EEA recipients.