

## Privacy Policy

Korean Air' Lines Cargo Co. Ltd, (hereinafter referred to as "Korean Air"), is doing our best to protect the personally identifiable information of Users (hereinafter the "PII" ) complying with all relevant laws and regulations such as "Information Network Act and Protection of Privacy". Korean Air notifies users that their PII is used for any purpose and manner and whether any measures being taken with disclosure of Privacy Policy. The Privacy Policy of Korean Air is subject to change at any time without notice in accordance with laws or company regulations, so it is recommended that individuals refer back to this statement periodically.

The Privacy Policy of Korean Air is as follows.

1. Collecting "PII"
2. Purpose of Collecting "PII"
3. Disclosure of "PII"
4. Entrusting "PII"
5. Terms & Duration of "PII"
6. Disposal of "PII"
7. Right of Users & Legal Guardians
8. Operation of Information Collecting Application
9. Technical & Administrative Measures
10. Department in charge of "PII"
11. Feedback & Customer Service

### 1. Collecting "PII"

Korean Air may ask homepage members to provide PII for member management, marketing and advertising.

#### < Signing up for membership >

##### I. Mandatory fields

- User ID, password, IATA code or Account code, representative or personal e-mail address, company telephone number

##### II. Optional fields

- Regional staff's e-mail address, whether or not member will receive e-mail notice, agent' s name, company address (location), name,

**< When using Contact us or Online Claim menu for non-members >**

Users will be required to provide the following information to receive customer service from the Contact Us menu.

- Name, phone number, e-Mail

Users will be required to provide the following information for Online Claim registration service.

- Company name, company location (country, city), name, phone number, e-Mail

**< Automatically Generated Information >**

In addition, the following information may be collected during the use of various services.

- Service records, access, login, cookie, IP Address, etc.

Korean Air collects PII by using the following means.

- Membership or bulletin board on the website, telephone and fax
- Our sales representatives and cargo staffs in all branches

## **2. Purpose of Collecting “PII”**

Korean Air does not use the PII for any purpose other than as stated in this article unless it is required by laws or applicable regulations.

- Fulfillment of the service providing contract: Providing contents, booking, tracing the shipment, displaying invoices, etc.
- User management : User identification, prevention of membership abuse and unlicensed user of service, confirmation of membership registration, regulating membership registration, maintaining record for dispute resolution, customer service and announcement
- Marketing and advertising : New services notice, and promotional events and information

In order to enhance the service to our members, Korean Air has established links to

other websites. However, Korean Air would like to recommend users to check and confirm other linked sites' privacy policies since Korean Air has no direct control over such websites.

### 3. Disclosure of "PII"

Korean Air does not disclose PII to any third party unless it is permitted by the user. Korean Air shall notify such disclosure to an individual user via written document, e-mail, or website news specifying the purpose and contents of such information as well as its duration, and also shall request for user agreement.

However, in following cases, by the terms of regarding laws, Korean Air may disclose PII without users' permission.

- I. If required by laws or requested by court or the investigating government agencies
- II. If required and necessary to provide members with better service
- III. For statistics, academic research or market research provided with a personally unidentifiable form

### 4. Entrusting "PII"

Korean Air entrusts PII in compliance with contracts to the following companies to provide users with stable web services and for cargo homepage management.

- Entrustment companies : IBM Korea, Hanjin Information System & Telecommunication Co., Ltd., Hangil Information & Technology Co., Ltd., Korea Aircargo Business Service Co., Ltd.
- Entrustment details : website management and online service, including server management, database management and services concerning air cargo business

### 5. Terms & Duration of "PII"

Korean Air will destroy whole or any part of PII immediately when its purpose has been served as follows.

- Membership Information : Upon the termination of membership
- Information collected temporarily for survey or event : When applicable survey or event expires

However, Korean Air may retain whole or any part of PII after its purpose has been served for the following period of time when required by law or related regulations regarding consumer protection. In this case, Korean Air will retain the PII solely for preservation and maintenance purpose only.

- Record of advertising and so on : 6 months
- Record of contract, agreement and regarding withdraw : five years
- Record on payments and supplies : five years
- Record of consumer complaints and disputes : 3 years

## 6. Disposal of “PII”

- Procedure

- The information submitted by members for the purpose of membership registration is stored for a certain period of time in accordance with the company internal policy and applicable laws for the protection of privacy before it is destroyed.

PII is not used for other purposes unless it is required by laws.

- Method

- Hardcopy that contains PII is shredded by a shredder whereas softcopy is deleted without possibility of recovery.

## 7. Right of Users & Legal Guardians

Users retain the right to view their own PII retained by Korean Air or request it to be modified if it contains any false information. In addition, users are allowed to withdraw the consent they have initially provided to Korean Air for the collection and use of such information.

Users are able to view and modify their PII as well as withdraw the initial consent through the website (<http://cargo.koreanair.com>) or by writing, calling directly or sending an e-Mail to [selfwi@koreanair.com](mailto:selfwi@koreanair.com). Korean Air responds to their request accordingly after conducting user identification process.

Users can view and modify their PII by clicking “My account” menu after logging on to the Korean Air cargo website. In order to withdraw their PII, users need to contact our department in charge of PII by writing, calling on the phone or sending

an e-Mail and we will destroy whole or any part of PII immediately, terminate their membership and notify users of settlement outcome.

Korean Air will take necessary measures to insure that the PII withdrawn and deleted by users' request will not be permitted to view and use except for the cases noted on "5. Terms & Duration of "PII" ".

## 8. Operation of Information Collecting Application

Korean Air installs and operates the information collecting application that uses a "cookie" to store visitors' online information. A "cookie" is a text file less than 4KB sent by a web server to store on the hard disk of a web browser client so can be retrieved later.

- Purpose for cookies

I. Korean Air uses cookies to set user preferences. Cookies are used to save user preference information for later visits.

II. Cookies are used to gather information such as log-in frequency or re-visiting rate of members and non-members.

III. Cookies may be used for checking user participation frequencies in various promotional events such as events, quizzes.

- Disapproval of using cookies

The user has right to disapprove the use of cookies. Users are free to refuse cookie files by setting computer browsers to refuse all cookie files or to ask when cookie files are used. However, users may encounter difficulty using some of our services if cookie files are refused.

## 9. Technical & Administrative Measures

Korean Air has implemented several technical security measures for the purpose of protecting PII. All the information submitted by Users is managed by SSL 128 bit method encrypting and a security system equipped with a highly secure dual firewall. In terms of administrative measures, various effective procedures are taken to assure the highest level of security. In addition, the number of personnel who have access to PII is reduced to the minimum while security training programs are provided on a

continuous basis. Also, a password is applied to those who operate PII processing system and it is renewed regularly.

## 10. Department in charge of “PII”

Korean Air is operating a dedicated department to protect users’ PII and to handle complaints regarding privacy as following. If you have questions regarding PII, please contact us.

◎ Department in charge of PII

- . Department : Cargo IT Development Team / Cargo Strategy Development Dept.
- . Tel : 82-2-2656-5853
- . E-mail : selfwi@koreanair.com

## 11. Feedback & Customer Service

If you have any inquiries or feedback regarding your PII, please register by using the following contact information. Any concern will be responded without hesitation.

- Online : Register on “Contact Us” under the Help Center menu.
- Tel / e-Mail : 82-2-2656-5853 / selfwi@koreanair.com

Korean Air’ s Privacy Policy is effective from May 26, 2008. The Privacy Policy of Korean Air may be altered due to revisions in related Korean laws and governmental directives. Korean Air will publish news on the Internet website in the event of making revisions seven days prior to enforcement.

- Privacy Policy Version : V 1.2
- Privacy Policy Date of Enforcement : May 26, 2008.
- Privacy Policy Amendments
  - Jun 26, 2009 : Amended as follows: Collecting “PII” , Entrusting “PII”  
Addendum: Collecting “PII” (v1.1)
  - August 27, 2009 : Amended as follows: Collecting “PII” , Entrusting “PII” (v1.2)  
[Link to previous Privacy Policy \(Jun 26, 2009 ~ August 26, 2009\)](#)

This is a translated version of Privacy Policy originally prepared in Korean. If any discrepancy in meaning may occur between the translated version and the original Korean version, the original Korean version acts as the superseding documentation.