

Website cookies					
Functional cookies					
Domain	Name	Type	Description	Duration	Privacybeleid
KLM					
klm.com	TS#	cookie	We use this cookie for security purposes	session	
klm.com	klm_tracking_id	cookie	We use this cookie to track API requests for our website (for example from the search for a flight up to the purchase, in which it tracks which flights were selected). This cookie is identical in function to the correlation_id cookie and will be replaced by the latter over the course of 2023.	session	
klm.com	correlation_id	cookie	We use this cookie to track API requests for our website (for example from the search for a flight up to the purchase, in which it tracks which flights were selected).	session	
klm.com	visited_klm	cookie	We use this cookie to determine whether a visitor has visited our website before.	session	
klm.com	bw_cookie_banner	cookie	We use this cookie to track whether a visitor has agreed to the use of cookies on our website.	3 months	
klm.com	_csrf	cookie	We use this cookie for security purposes	session	
klm.com	XSRF-TOKEN	cookie	We use this cookie for security purposes	session	
klm.com	secure_aviat0_id	cookie	We use this cookie for security purposes	3 hours	
klm.com	myaLogoutKey	cookie	We use this cookie to enable account login and logout and related features	N/A	
klm.com	klm_id	cookie	We use this cookie to store a random number for each device in order to recognise returning visitors and offer them a better website experience.	24 months	
Akamai					
klm.com	_abck	cookie	We use this cookie to detect whether automated bots have access to our website. This allows us to protect the functions of our website from overloading due to bots.	1 year	
klm.com	ak_bmsc	cookie	We use this cookie to detect whether automated bots have access to our website. This allows us to protect the functions of our website from overloading due to bots.	2 hours	
klm.com	bm_sv	cookie	We use this cookie to detect whether automated bots have access to our website. This allows us to protect the functions of our website from overloading due to bots.	2 hours	
klm.com	bm_sz	cookie	We use this cookie to detect whether automated bots have access to our website. This allows us to protect the functions of our website from overloading due to bots.	2 hours	
Relay42					
Relay42	Relay42	JavaScript	We use this Relay42 tag management script to determine which tags and cookies are loading at a given time. This script also measures the quality and efficiency of our website.	N/A	https://relay42.com/privacy
Relay42	_svlet	cookie	This cookie is used by Relay42 to save a timestamp of someone's most recent visit to our website. This helps us to determine whether a visitor views many pages in one visit or if a visitor visits our website multiple times.	session	
Relay42	_svs	cookie	This first-party cookie is used by Relay42 to save a visitor's specific settings, such as their permission to place cookies and values that are required for the use of our tag management system. The values within these cookies are not unique to a visitor and are not used to identify their device. If other visitors access the website at the same time and accept the same cookie preference, they will receive the same cookie.	24 months	
Relay42	_svtri	cookie	This first-party cookie is used by Relay42 to save a random anonymous number for each device so we can combine data that has been collected during previous visits.	24 months	
Relay42	r42-collect-80d24f51-e37d-4439..._r42HighestLevel	cookie	This third-party cookie is placed by Relay42 to combine user profiles based on a general third-party cookie.	90 days	
	r42CustomMarkers	localstorage	Relay42 uses localstorage to offer its services.		
Analytical cookies					
Domain	Name	Type	Purpose	Duration	Privacybeleid
Optimizely					
Optimizely	Optimizely	JavaScript	We use this Optimizely script to conduct A/B tests and improve our website. This allows us to test new functions and different versions and designs of our website.		https://www.optimizely.com/privacy/
	optimizely_data\$soeu154201921	localstorage	Optimizely used localstorage for A/B-tests to track visitors and offer them a consistent user experience throughout our entire website.	N/A	
	8467r0.8594989081688145\$58 e				
	94600159\$event_queue				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$events				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$layer_map				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$layer_states				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$session_state				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$tracker_optimizely				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$variation_map				
	optimizely_data\$soeu154201921	localstorage			
	8467r0.8594989081688145\$58 e				
	94600159\$visitor_profile				
	optimizely_data\$pending_event	localstorage			
	s				
klm.com	optimizelyEndUserId	cookie	This first-party cookie is used by Optimizely to save a unique ID and used in our A/B-tests to keep track of which test version was shown to a visitor.	180 dagen	
Dynatrace					
	Dynatrace Real Time Monitoring	JavaScript	We use Dynatrace to monitor website performance, as well as to analyse and track website usage. This data helps us to detect errors and optimise usage. It also helps us test the effectiveness of our website.		https://www.dynatrace.com/companny/trust-center/privacy/
klm.com	dtCookie	cookie		Session	
klm.com	dtLatC	cookie		Session	
klm.com	dtPC	cookie		Session	
klm.com	dtSa	cookie		Session	
klm.com	dtValidationCookie	cookie		1 second	
klm.com	dtDisabled	cookie		Session	
klm.com	rxVisitor	cookie		Session	
klm.com	rxvt	cookie		Session	
Google Analytics					
	GA4	JavaScript	We use Google Analytics to collect information on how visitors use our website, including information on the most accessed pages, the duration of these visits and whether visitors encountered any error notifications. We use this information to improve the quality, effectiveness and performance of our website. Google Analytics uses this script to assign values to the cookies that are required to collect this information.		https://policies.google.com/privacy
	Google Universal Analytics (analytics.js)	JavaScript	We use Google Analytics to collect information on how visitors use our website, including information on the most accessed pages, the duration of these visits and whether visitors encountered any error notifications. We use this information to improve the quality, effectiveness and performance of our website. Google Analytics uses this script to assign values to the cookies that are required to collect this information.		
klm.com	_ga	cookie	Google Analytics places this first-party cookie to register a unique ID that is used to collect statistical information on how a visitor uses the website.	24 months	
klm.com	_gid	cookie	Google Analytics places this first-party cookie to register a unique ID that is used to collect statistical information on how a visitor uses the website.	1 day	

Qualtrics					
	Qualtrics	JavaScript	We use this Qualtrics script to conduct user surveys.		https://www.qualtrics.com/privacy-statement/
	QSI_History	localstorage	Qualtrics uses localstorage to track and save user surveys.		
kfm.com	QSI_HistorySession	cookie	Qualtrics uses this cookie to track and save user surveys.		
Usabilla					
	Usabilla	JavaScript	We use this Usabilla script to collect general visitor feedback on our website or on specific areas of our website. We use this feedback to improve the quality of our website.		https://usabilla.com/privacy/
	usbl.5279a42319e3.c.3b69cc8391ad	localstorage	Usabilla uses localstorage to apply feedback features on our website.		
	usbl.5279a42319e3.c.a62f805ae828	localstorage			
	usbl.5279a42319e3.c.d19f42b593a3	localstorage			
	usbl.5279a42319e3.c.f2dd709c1077	localstorage			
LinkedIn					
kfm.com	in_or	cookie	LinkedIn uses this cookie to register statistical information about the behaviour of website visitors for KLM's internal analysis.	1 day	
Marketing cookies for performance					
Marketing cookies for advertisement and social media					
Facebook					
	Facebook Pixel	JavaScript	We use Facebook Pixel to measure the effectiveness of our advertising campaigns (by measuring conversions for example) on Facebook and to show relevant and personalised ads or offers on Facebook, based on your visit and click behaviour on our website and third-party websites;		https://www.facebook.com/about/privacy
kfm.com	_fbp	cookie	Facebook uses this first-party cookie to track website visits.	24 months	
	fr	cookie	Facebook uses this first party cookie to deliver a series of ads, including real-time bids by other advertisers.	90 days	
	fr	cookie	Facebook Pixel places this third party cookie to save the encrypted Facebook ID and Browser ID.	90 days	
Facebook Social Plugin					
	Facebook Social Plugins	JavaScript	We use Facebook social plug-ins to link to Facebook, so it will recognise you if you use Facebook via KLM.com.		https://www.facebook.com/about/privacy
Google					
	Google Ads Conversion	JavaScript	We use this Google Adwords script to track conversions to measure the effectiveness of our advertising campaigns.		https://policies.google.com/privacy
	Google Ads Remarketing	JavaScript	We use this Google Adwords script for remarketing to determine target audiences and show relevant and personalised ads, both on our website and elsewhere.		
	Google Tag Manager	JavaScript	We use this Google script to facilitate the loading of other Google scripts on our website.		
	Google Ads Audience Tracker	JavaScript	We use this Google Audiences script for remarketing to determine our target audiences and show relevant and personalised ads, both on our website and elsewhere.		
kfm.com	_gcl_au	cookie	Google uses this first-party cookie for the conversion linker function to save information about ad clicks on our website.	90 days	
kfm.com	1P_JAR	cookie	We use this Google Audiences script for remarketing to determine our target audiences and show relevant and personalised ads, both on our website and elsewhere.	365 days	
kfm.com	CONSENT	cookie	We use this Google Audiences script for remarketing to determine our target audiences and show relevant and personalised ads, both on our website and elsewhere.	365 days	
kfm.com	NID	cookie	We use this Google Audiences script for remarketing to determine our target audiences and show relevant and personalised ads, both on our website and elsewhere.	365 days	
Google DoubleClick					
	DoubleClick	JavaScript	We use this Google DoubleClick Floodlight script to measure the effectiveness of our advertising campaigns (by measuring conversions for example) and to show relevant and personalised ads or send offers via email, social media and advertising banners on third-party websites based on your visit and clicking behaviour on our website and third-party websites.		https://policies.google.com/technologies/ads
doubleclick.net	IDE	cookie	This third-party cookie is placed by Google DoubleClick	365 days	
Google DoubleClick Floodlight					
	DoubleClick Floodlight	JavaScript	We use this Google DoubleClick Floodlight script to measure the effectiveness of our advertising campaigns (by measuring conversions for example) and to show relevant and personalised ads or send offers via email, social media and advertising banners on third-party websites based on your visit and clicking behaviour on our website and third-party websites.		https://policies.google.com/technologies/ads
Google Flights					
	_gcl_gf	cookie	Google uses this first-party cookie for the conversion linker function in order to save information about ad clicks on our website.	90 days	https://policies.google.com/privacy
LinkedIn					
	LinkedIn Insight	JavaScript	We use this LinkedIn script to measure the effectiveness of our advertising campaigns (by measuring conversions for example) on LinkedIn and to show relevant and personalised ads or offers on LinkedIn, based on your visit and clicking behaviour on our website and third-party websites;		https://www.linkedin.com/legal/privacy-policy
linkedin.com	lang	cookie	These third-party cookies are placed by LinkedIn	session	
linkedin.com	bcookie	cookie		365 days	
linkedin.com	lang	cookie		session	
linkedin.com	lidc	cookie		1 day	
linkedin.com	UserMatchHistory	cookie		1 monyh	
linkedin.com	bscookie	cookie		365 days	
Microsoft					
	Microsoft Advertising Universal Event Tracking	JavaScript	We use this Microsoft script to track conversions in order to measure the effectiveness of our digital marketing campaigns on Bing and Yahoo!. With this script we are also able to define target audiences and relevant.		https://about.ads.microsoft.com/en-gb/resources/policies/privacy-and-data-protection-policies
bing.com	MUID	cookie	This third party cookie is placed by Microsoft	365 days	
Pinterest					
	Pinterest Conversion Tracking	JavaScript	We use this Pinterest script to track conversions in order to measure the effectiveness of our digital marketing campaigns on Pinterest. With this script we are also able to define target audiences and show relevant and personalised ads on Pinterest		https://policy.pinterest.com/en/privacy-policy
pinterest.com	_pinterest_ct_ua	cookie	First-party cookie registers actions taken by users who cannot be identified	12 months	
pinterest.com	_pinterest_ct_rt	cookie	Contains a user ID and a time stamp of when the cookie was created	session	
Snapchat					
	SnapChat	JavaScript	We use this Snapchat script to track conversions in order to measure the effectiveness of our digital marketing campaigns on Snapchat. With this script we are also able to define target audiences and show relevant, personalised ads on Snapchat.		https://www.snap.com/en-US/privacy/privacy-policy/
kfm.com	_schn	cookie	These cookies are placed by Snapchat	session	
kfm.com	scid	cookie		13 months	
Twitter					
	Twitter Conversion Tracking	JavaScript	We use this Twitter script in order to measure the effectiveness of our advertising campaigns (by measuring conversions for example) on Twitter and to show relevant and personalised ads or offers on Twitter, based on your visit and clicking behaviour on our website and third-party websites;		https://twitter.com/en/privacy
	Twitter Advertising	JavaScript	We use this Twitter script in order to measure the effectiveness of our advertising campaigns (by measuring conversions for example) on Twitter and to show relevant and personalised ads or offers on Twitter, based on your visit and clicking behaviour on our website and third-party websites;		
Twitter	personalization_id	cookie	This third party cookie is placed by Twitter	365 days	
WeAdapt/Bynder					
	WeAdapt/Bynder	JavaScript	We use this WeAdapt/Bynder script to show relevant and personalised ads in videos		https://www.bynder.com/en/legal/privacy-policy/

Mobile app cookies	
Functioneel	
Purpose	Koppeling naar Privacybeleid
	Akamai
We use this partner to detect bot traffic in order to protect our environments.	https://www.akamai.com/legal/privacy-and-policies/privacy-statement
	Adyen
We work with this partner in order to be able to offer online payment options.	https://www.adyen.com/policies-and-disclaimer/privacy-policy
	Google Wallet
Allows users to store boarding passes and Flying Blue cards in Wallet.	https://policies.google.com/privacy
	Apple Wallet
Allows users to store boarding passes and Flying Blue cards in Wallet.	https://www.apple.com/legal/privacy/data/en/wallet/
	Apple Pay
We work with this partner in order to be able to offer online payment options.	https://support.apple.com/en-us/HT203027
	GetFeedback
We work with this partner in order to be able to receive pro-active feedback.	https://www.surveymonkey.com/mp/legal/privacy/
Analytisch	
	Firebase
We work with this partner in order to collect data about app usage, the analysis of which is used to improve our app.	https://firebase.google.com/support/privacy
	Google Tag Manager
We work with this partner to facilitate the collection and organisation of data within the app.	https://support.google.com/tagmanager/answer/9323295
Marketing Performance	
	Wizaly
We work with this partner in order to enable us to link marketing campaigns to sales in the mobile app.	https://www.wizaly.com/terms-of-use/privacy-policy
Advertising	
	Airship
We work with this partner in order to enable us to send in-app and push notifications for flight updates, app usage and special promotions.	https://www.airship.com/legal/privacy
	Relay42
We work with this partner so we can offer special promotions based on the mobile app usage.	https://relay42.com/privacy