

List of information shared with Air France's partners

Depending on your consent, we share the information collected via our cookies with trusted partners. Details of the different categories of cookies used on our website are available in our [cookie management policy](#). When we collect personal data via cookies, we process it in accordance with the purposes set out in the [Air France privacy policy](#).

Partner	Object	Cookie category
AccorHotels <i>As a long-standing partner of the group, Air France and AccorHotels share information on hotel searches and flight reservations made on their websites to provide a personalized experience</i>	The ticket purchasers' cookie and acquired flight information is sent to AccorHotels' Google SA360 account	Advertisement configuration
Bing <i>Bing is a search engine</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (search results on Bing)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Daum <i>For airfrance.co.kr website only (Korea) Daum is a Korean web portal</i>	Ticket purchase details sent for performance analysis	Marketing performance configuration
Facebook <i>Facebook is a social network</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (ads on Facebook/Instagram)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Google Ads <i>Google Ads is a Google tool for buying search results</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (display of results of personalized searches on Google)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Google Analytics <i>Google Analytics is a Google tool to measure navigation on our website</i>	Information is sent about customer's navigation on our website	Analytical

Google DV360 <i>Google DV360 is an advertising marketplace for buying advertising space on various media websites (press, etc.)</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (banners displayed via advertising agencies)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Google Flight Search <i>Google Flight Search is an aggregator that allows you to search for a flight directly on Google</i>	Ticket purchase details sent for performance analysis	Marketing performance configuration
Google Search Ads 360 <i>Google Search Ads is a Google tool for buying search results and keywords</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to bid on keywords on Google)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
KLM <i>KLM is the sister airline of Air France</i>	Sharing of customers who have purchased a ticket on the Air France website, in order to reduce commercial pressure within the Air France-KLM group	Advertisement configuration
LinkedIn <i>LinkedIn is a professional social network</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (to display personalised ads on the social network LinkedIn)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Naver <i>For the website airfrance.co.kr only (Korea) Naver is a Korean web portal</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to bid on search results on the Naver portal)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Numberly <i>Numberly is a partner that allows Air France to contact a visitor who has searched for a flight on the website, by email via a database third-party options database</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to send a commercial offer by email)	Advertisement configuration

Optimizely <i>Partner who can carry out AB tests on the Air France website (visual change of the website according to a given parameter)</i>	Ticket purchase details sent for performance analysis	Analytical
Relay42 <i>Scripts specific to our DMP platform allowing us to record the customer's actions on the site</i>	Information about the customer's navigation is sent to our DMP	Advertisement configuration
	Synchronisation of cookies	Marketing performance configuration
Sojern <i>Sojern is an advertising marketplace for buying advertising space on various media websites (press, etc.)</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (banners displayed via advertising agencies)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration
Tradelab <i>Tradelab is a partner for targeting travellers on segments derived from third-party data</i>	Buyers are targeted to create similar third party audiences	Advertisement configuration
TradeTracker <i>TradeTracker is a partner specialized in affiliate marketing</i>	Ticket purchase details sent for performance analysis	Marketing performance configuration
Transavia <i>Transavia is an airline member of the Air France-KLM group</i>	Sharing of customers who have purchased a ticket on the Air France website, in order to reduce commercial pressure within the Air France-KLM group	Advertisement configuration
TrustedShops <i>A partner that allows us to collect customer feedback on their purchasing experience</i>	A pop-up appears to ask the buyer their opinion on their navigation around the website	Analytical
Twitter <i>Twitter is a social network</i>	Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to post personalized ads on the social network)	Advertisement configuration
	Ticket purchase details sent for performance analysis	Marketing performance configuration

<p>Wizaly <i>Wizaly is Air France's marketing performance measurement partner and allows the allocation of revenue to marketing actions</i></p>	<p>Sharing of visitors' actions and purchases on the Air France website</p>	<p>Marketing performance configuration</p>
<p>Xandr <i>Xandr is an advertising marketplace that allows you to buy advertising space on various media websites (press etc.)</i></p>	<p>Visitor segments sent based on position in the flight search tool for advertising targeting purposes (banners displayed via advertising agencies)</p>	<p>Advertisement configuration</p>
	<p>Ticket purchase details sent for performance analysis</p>	<p>Marketing performance configuration</p>
<p>Xaxis <i>For the website airfrance.co.cn only (China) Xaxis is a Chinese communication agency and Air France partner</i></p>	<p>Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to bid on advertising banners via agencies)</p>	<p>Advertisement configuration</p>
	<p>Ticket purchase details sent for performance analysis</p>	<p>Marketing performance configuration</p>
<p>Yahoo JP <i>For the website airfrance.co.jp only (Japan) Yahoo Japan is a search engine</i></p>	<p>Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to bid on search results on the Yahoo portal in Japan)</p>	<p>Advertisement configuration</p>
	<p>Ticket purchase details sent for performance analysis</p>	<p>Marketing performance configuration</p>
<p>Yandex <i>For the website airfrance.ru only (Russia) Yandex is a Russian search engine</i></p>	<p>Visitor segments sent based on position in the flight search tool for advertising targeting purposes (making it possible to bid on search results on the Yandex portal)</p>	<p>Advertisement configuration</p>
	<p>Ticket purchase details sent for performance analysis</p>	<p>Marketing performance configuration</p>