

Privacy Policy

This Privacy Policy describes how Spirit Airlines (collectively, "Spirit," "we," "us," or "our") collects, uses, shares, and safeguards personal information. This Privacy Policy also tells you about your rights and choices with respect to your personal information, and how you can reach us to get answers to your questions. You can jump to particular topics by going to the headings below:

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Information We Collect

We collect information about you in a variety of ways depending on how you interact with us and our website, mobile application, and services, including:

- Directly from you when you provide it to us, such as when you register for an account, sign up to receive communications from us, make a purchase, or contact us by phone, email, or otherwise.
- Automatically through the use of cookies, server logs, and other similar technologies when you interact with our websites, mobile application, advertisements, and emails.
- From other sources, including, for example, our affiliates, business partners, service providers and other third parties, or from publicly available sources. For example, if you submit a job application.

The following provides examples of the type of information that we collect from you and how we use that information.

Context	Types of Data	Primary Purpose for Collection and Use of Data
Account Registration	We collect your name and contact information when you create an account. We also collect information relating to the actions that you perform while logged into your account.	We use this information to provide account related functionalities to our users. Accounts can be used for easy checkout and to save your preferences and transaction history.

<p>Cookies and first party tracking</p>	<p>We use cookies and clear GIFs. "Cookies" are small pieces of information that a website sends to a computer's hard drive while a web site is viewed.</p>	<p>We use this information to ensure our website operates efficiently.</p>
<p>Cookies and Third Party Tracking</p>	<p>We participate in behavior-based advertising, this means that a third party uses technology (<i>e.g.</i>, a cookie) to collect information about your use of our website so that they can provide advertising about products and services tailored to your interests on our website, or on other websites. That third party might also collect information over time and across different websites in order to serve advertisements on our website or other websites. See our Cookie Preference Center for more information.</p>	<p>We use this information to engage in behavior-based advertising and capture website analytics.</p>
<p>Demographic Information</p>	<p>We may collect personal information, such as your age, location, and gender.</p>	<p>We use this information to comply with applicable laws.</p>
<p>Distance Information</p>	<p>When you use our App we may collect your location from the GPS, Wi-Fi, and/or cellular technology in your device to determine your location and your distance from an airport.</p>	<p>We use this information to understand our users and providing tailored services. In some contexts our use is also based upon your consent to provide us with geo location information.</p>
<p>Email Interconnectivity</p>	<p>If you receive email from us, we use certain tools to capture data related to when you open our message, click on any links or banners it contains and make purchases.</p>	<p>We use this information to understand how you interact with our communications to you.</p>
<p>Job Applications</p>	<p>If you submit a job application, we collect information such as your name, mailing address, email address, phone number, work history, and education history.</p>	<p>We use this information to make hiring decisions.</p>
<p>Feedback/Support</p>	<p>If you provide us feedback or contact us for support we will collect your name and e-mail address, as well as any other content that you send to us, in order to reply.</p>	<p>We use this information in order to receive, and act upon, your feedback or issues.</p>

Mailing List	When you sign up for one of our mailing lists we collect your email address or postal address.	We share information about our products and services with individuals that consent to receive such information. We also use this information to share information about our products or services.
Mobile Devices	We collect information from your mobile device such as unique identifying information broadcast from your device when you use our mobile app..	We use this information to identify unique visitors and understand how users interact with us on their mobile devices.
Flight bookings.	We collect your name, billing address, shipping address, e-mail address, phone number, and credit card number when you book a flight.	We use your information to perform our contract to provide you with our services.
Partner Promotion	We collect information that you provide as part of a co-branded promotion with another company.	We use this information to fulfil our promotions.
Surveys	When you participate in a survey we collect information that you provide through the survey. If the survey is provided by a third party service provider, the third party's privacy policy applies to the collection, use, and disclosure of your information.	We use this information to understand your opinions and collect information relevant to our organization.
Sweepstakes or contests	When you participate in a sweepstakes or contest we collect information about you which includes contact information to notify you if you are selected.	We use this information to operate the sweepstakes. In some contexts we are also required by law to collect information about those that enter into our sweepstakes.
Website interactions	We use technology to monitor how you interact with our website. This may include which links you click on, or information that you type into our online forms. This may also include information about your device or browser.	We use this information to understand how you interact with our website to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful.

Web logs	We collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the Internet is used), domain name, click-activity, referring website, and/or a date/time Fmp for visitors.	We use this information to monitor our networks and the visitors to our websites. Among other things, it helps us understand which of our products or services is the most popular.
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In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources. For example, if you submit a job application, we may conduct a background check.

Use and Processing of Information

In addition to the purposes and uses described above, we may use information in the following ways:

- To identify you when you visit our websites.
- To provide products and services or to process returns or changes to your flight booking.
- To improve our services and product offerings.
- To streamline the checkout process.
- To conduct analytics.
- To respond to inquiries related to support, employment opportunities, or other requests.
- To send marketing and promotional materials, including information relating to our products, services, sales, or promotions.
- To recruit, assess suitability for a potential job, and offer contracts of employment.
- For internal administrative purposes, as well as to manage our relationships.

Although the sections above describe our primary purpose in collecting your information, in many situations we have more than one purpose. For example, if you complete an online purchase we may collect your information to perform our contract with you, but we also collect your information so that we can quickly and easily respond to any questions about your booking or process change requests. As a result, our collection and processing of your information is based in different contexts upon your consent, our need to perform a contract, our obligations under law, and/or our general interest in conducting our business.

To the extent we maintain and use personal information in a deidentified form, we will not attempt to reidentify the information, except for the purpose of determining whether our deidentification processes satisfy our legal obligations.

Sharing of Information

In addition to the specific situations discussed elsewhere in this policy, we disclose information in the following situations:

1. **Affiliates and Acquisitions.** We may share information with any corporate affiliates

(*e.g.*, parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If another company acquires, or plans to acquire, our company, business, or our assets, we will also share information with that company, including at the negotiation stage.

2. **Other Disclosures with Your Consent.** We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy.
3. **Other Disclosures without Your Consent.** We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies, or to comply with your request for the shipment of products to or the provision of services by a third party intermediary.
4. **Public.** Some of our public accounts on external websites (*e.g.*, Instagram) may provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information on these pages, that information may be publicly available.
5. **Partner Promotion.** We may offer contests, sweepstakes, or other promotions with third party partners. If you decide to enter a contest, sweepstakes, or promotion that is sponsored by a third party partner the information that you provide will be shared with us and with them. Their use of your information is not governed by this privacy policy.
6. **Service Providers.** We may share your information with service providers. Among other things service providers may help us to administer our website, conduct surveys, provide technical support, process payments, and assist in the fulfillment of orders.
7. **Sale of Information.** We do not sell personal information.
8. **Sharing of Information for targeted or cross-context behavioral advertising.** As discussed in the "cookies policy" section below we engage in targeted advertising. Note that in certain jurisdictions where we get consent, that activity may not constitute sharing for cross-context behavioral advertising. In addition, we also may provide your personal information directly to third parties for the purpose of serving you advertisements or for identifying other people to whom advertisements should be served. In some jurisdictions these activities might be considered targeted advertising.

Your Choices

Some jurisdictions give you a right to make the following choices regarding your personal information:

1. **Access To Your Personal Information.** You may request access to your personal information, or confirmation that we have information about you, by contacting us as set forth below. If required by law, upon request, we will grant you reasonable access to the personal information that we have about you. Note that California residents may be entitled to ask us for a notice describing what categories of personal information (if any) we share with third parties or affiliates for direct marketing. In certain limited circumstances, you may also request to receive access to your data in a portable, machine-readable format.
2. **Deletion Of Your Personal Information.** You may request that we delete your personal

information by contacting us as set forth below. If required by law we will grant a request to delete information, but you should note that in many situations we must keep your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, or for another one of our business purposes.

3. **Changes to Your Personal Information.** We rely on you to update and correct your personal information. Our website allows you to modify or delete your account profile. If required by law, and if our website does not permit you to update or correct certain information, you can contact us at the address described below in order to request that your information be modified. You may ask us to correct information that is inaccurate or incomplete. Note that we may keep historical information in our backup files as permitted by law.
4. **Opt-out of Targeted Advertising.** You may opt-out of online tracking based targeted advertising (e.g., cookies) by clicking the cookie icon button found at the bottom of the website. Please note that if you change browsers or computers, or if you clear your browser's cache, you may need to click the link again to apply your preference. You may also opt-out of other forms of targeted advertising by submitting a request through our online portal as described below.
5. **Objection to Certain Processing.** Where required by law, you may object to our use or disclosure of your personal information by contacting us at the address described below.
6. **Online Tracking.** We do not currently recognize automated browser signals regarding tracking mechanisms, which may include "Do Not Track" instructions.
7. **Promotional Emails.** You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in e-mails that you receive. If you decide not to receive promotional emails, we may still send you service related communications.
8. **Promotional Mailings.** If at any time you do not want to receive offers and/or circulars from us you can remove yourself from our mailing lists by contacting us at spirit.com/Help, select "submit a question" and write "NO SNAIL MAIL" in the subject line along with your name, address and zip code in the description box. Please note that our mailings are prepared in advance of their being sent. Although we will remove your name from our mailing list after receiving your request, you may still receive mailings from us that had been initiated prior to your name being removed.
9. **Promotional Text Messages.** If you receive a text message from us that contains promotional information you can opt-out of receiving future text messages by following the instructions indicated therein.

Please submit any requests via our [online portal](#) or by calling us at 1-866-395-2920. If you disagree with how we handled a request, certain jurisdictions give you the ability to appeal our decision. You may appeal our decision by contacting us via mail:

Attn: Legal Department - Privacy
1731 Radiant Drive,
Dania Beach, Florida, 33004

Please note, not all of the rights described above are absolute, and they do not apply in all circumstances. In some cases, we may limit or deny your request because the law permits or requires us to do so, or if we are unable to adequately verify your identity. We will not discriminate against individuals who exercise their privacy rights under applicable law.

As required by law, we will require you to prove your identity. We may conduct an identity verification by phone call, email or via other secure means. Depending on your request, we may ask for information such as your name, the last flight booked with us, or the date of your last purchase from us. We may also ask you to provide a signed declaration confirming your identity. Following a request, we will use reasonable efforts to supply, correct or delete personal information about you in our files.

Authorized Agents

In some circumstances, residents of certain states may designate an authorized agent to submit requests to exercise certain privacy rights on their behalf. The authorized agent is required to submit a valid power of attorney and complete the affidavit made available on our [online portal](#). Note that we may deny a request from an authorized agent that does not submit sufficient proof that they have been authorized to act on behalf of another individual.

How We Protect and Retain Personal Information

No method of transmission over the Internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Our website permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account.

We retain your personal information for only as long as necessary to fulfil the purposes outlined in this Privacy Policy, including for the purposes of satisfying any legal, accounting, or reporting requirements, unless a longer retention period is required or permitted by law. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of the information, the purposes for which we obtained the information and whether we can achieve those purposes through other means, as well as applicable legal requirements.

Cookie Policy

A cookie is a small data file that websites often store on your computer's hard drive when you visit. We use cookies in order to improve your online experience and to facilitate effective site administration. Cookies enable us to keep track of your reservation as you book on our site. They also allow us to recognize guests who have saved their info with us when they visit, and to provide those guests with their account information. If you save your info with Spirit or book on our site, we use cookies to monitor and maintain information about how you use our site and what you book. If you have not saved your info with us or booked from our site, we may monitor and maintain information about your use of our Web site in a manner that does not identify you. In either case, this information helps us to serve you better by improving our site design, as well as our products, services, contests, and promotions.

Through our use of cookies, we track and maintain the identity of the Web site you visited immediately prior to visiting www.spirit.com. Keeping track of the site you came from prior to visiting www.spirit.com can help us to improve our site design.

You can refuse cookies by turning them off in your Web browser. However, if you turn off cookies, we may not be able to track your reservation, which means you may be unable to book on our site. Also, we may not be able to recognize you as a guest who has saved information with us.

We allow certain third-party companies to serve ads and/or collect certain anonymous information when you visit our web site. These companies may use information (not including your name, email address, or telephone number) about your visits to this and other web sites in order to provide advertisements about goods and services of interest to you ("behavioral advertising" or "targeted advertising"). If you would like more information about this practice and to know your choices about not having this information used by these companies, you can visit the Network Advertising Initiative web site.

As discussed in the Your Choices section above, if you would like to opt-out of online targeted advertising, you can adjust your choices by clicking the cookie icon button. You may opt-out of other forms of targeted advertising by submitting a request through our [online portal](#) as described in that section.

Miscellaneous

The following additional information relates to our privacy practices:

- **Third Party Applications/Websites.** We have no control over the privacy practices of websites or applications that we do not own.
- **Changes To This Privacy Policy.** We may change our privacy policy and practices from time to time. We will note the effective date of the latest version at the end of the Privacy Policy. To the extent that our policy changes in a material way, the policy that was in place at the time that you submitted personal information to us will generally govern that information unless we receive your consent to the new privacy policy.

Contact Information

If you have any questions, comments, or complaints concerning our privacy practices, or if you need to access this Privacy Policy in an alternative format due to having a disability, please contact us at the appropriate address below. We will attempt to respond to your requests and to provide you with additional privacy-related information.

Attn: Legal Department - Privacy
1731 Radiant Drive
Dania Beach, Florida, 33004

1-866-395-2920

California Specific Disclosures

California law suggests that organizations should disclose for California residents the categories of information collected, the business purpose of the collection, and identify categories of third parties to whom it is being disclosed. Although California law may not apply to airlines, such as Spirit, which are governed by federal legislation, we have provided the following information voluntarily to our California consumers. Please note that because this list is comprehensive it may refer to types of information that we share about people other than yourself. In addition to the recipients identified below, we may disclose any of the categories of personal information we collect with government entities, as may be needed to comply with law or prevent illegal activity. We do not discriminate against California consumers who exercise their privacy rights.

Categories of Personal Information That We Collect	Categories of Recipients to Whom We Disclose Personal Information for Business Purpose
Identifiers – such as full name, postal address, phone number, email address, passport number (international travel), or other similar identifiers.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Data brokers • Internet service providers • Joint marketing partners • Payment processors and financial institutions • Other Service Providers
Financial information – such as bank account number, credit or debit card number, or other financial information.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Payment processors and financial institutions • Other Service Providers
Protected characteristics – such as gender.	<ul style="list-style-type: none"> • No additional third parties.
Commercial information – such as information about products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Other Service Providers
Network activity data – internet or other electronic network activity information, such as browsing history, search history, and information regarding an individual’s interaction with an internet website, application, or advertisement.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Internet service providers • Operating systems and platforms • Data analytics providers • Other Service Providers
Biometric information – such as fingerprint, face print or voice print.	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Other Service Providers. • litigation

<p>Geolocation data – such as precise physical location.</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Other Service Providers
<p>Electronic and sensory data – such as audio, electronic, visual, or similar information (e.g., pictures, a recording of a customer service call, security video surveillance footage).</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Other Service Providers
<p>Inferences – drawn from any of the information listed above to create a profile</p>	<ul style="list-style-type: none"> • Affiliates or subsidiaries • Business partners • Data analytics providers • Payment processors and financial institutions • Other Service Providers

California Sensitive Information Disclosure.

For the purposes described in this privacy notice, we collect the following categories of sensitive personal information (as defined under California law): social security number, passport number, or other form of state or federal identification, account log-in information (to your Spirit account), credit or debit card-related information, and precise geolocation. This information is collected in order to process transactions, schedule travel information, comply with laws, manage our business, or provide you with services. Note that we do not use such information for any purposes that are not identified within the California Privacy Rights Act Section 1798.121. We do not “sell” or “share” sensitive personal information for purposes of cross-context behavioral advertising.

California Notice of Financial Incentive.

We offer our customers a loyalty program (Free Spirit) that provides certain perks, such as rewards and special promotions. We may also provide other programs, such as sweepstakes, contests, newsletters, or other similar promotional campaigns (collectively, the “Programs”). When you sign up for one of our Programs, we will ask you to provide your name and contact information (such as email address and/or telephone number). Because our Programs involve the collection of personal information, they might be interpreted as a “financial incentive” program under California law. The value of your personal information to us is related to the value of the free or discounted products or services, or other benefits that you obtain or that are provided as part of the Program.

You may withdraw from participating in a Program at any time by contacting us using the designated method set forth in the applicable Program terms. Visit the terms and conditions page of each Program to view full details, including how to join. To learn more, check out the [Free Spirit Program Terms and Conditions](#).

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