



Ivry-sur-Seine, 29 September 2008

## BlueLink deploys its new IT Charter

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BlueLink has deployed its new Charter of Use of Information Systems pursuant to recommendations of the CNIL (French Data Protection Authority). This upmarket specialist in remote customer relationship management is pursuing its strategy of continual improvement of social practices in the interest of its employees, thus optimizing the service provided to its customers.

BlueLink's new charter, annexed to its Internal Regulations, sets out the rights and obligations of each user for the purpose of preserving the company's information systems. It clarifies the rules governing the use of the Internet, workstations and electronic mail and reminds users of the rights and obligations of IT teams. BlueLink has thus rendered the conditions of use of new technologies, at the service of high-end customer care, more transparent.

By securing employees' personal data, BlueLink ensures the confidentiality of data stemming from its information systems and those of its principal customers. *"This initiative of continual improvement is at the heart of our strategy of development. It fosters the well-being and confidence of our teams and ensures the confidentiality and safety of our customer data, a guarantee of customer satisfaction within high-end partnerships"*, concludes **Tanguy de Laubier, General Manager of BlueLink**.

### About BlueLink

A subsidiary of the AIR FRANCE KLM group, **BlueLink is an upmarket specialist in the field of customer care** with **prestigious references** in sectors such as **air transport, tourism and leisure activities, culture and media, banking, insurance and luxury**. Created in 1992 as Fréquence Plus Services, the company, called BlueLink since 2 April 2008, intervenes in every stage of customer care

of companies through a complete offer of multi-site, multimedia and multilingual services. **ISO 9001-certified, the 2000 version**, and in the process of being certified NF Services, the company made a turnover of 47 million euros in 2007. With **20 working languages worldwide**, BlueLink notably manages the loyalty programme of AIR FRANCE KLM, Flying Blue, the European leader with 13,5 million members.

With **1,000 employees** throughout the world, 500 of whom in France, BlueLink has **in-depth expertise in the management of complex activities** (handling of complaints, specific and secure operational procedures, professional tools in expert mode); 50 % of the activities are handled by the Back Office (mail, fax, e-mail).

Supported by its long-lasting position as part of the Air France group, **BlueLink** has also developed an offer of **additional services with high added value** such as feedback to its customers through operational marketing and fraud prevention services.

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