



Thank you for your continued support in helping us keep customers informed when it matters most.

As a reminder, British Airways will begin to roll out ADM enforcement of the Customer Contact Details Policy from October 2026, with the first ADMs based on September ticketed bookings.

To help ensure compliance, please continue to:

- Capture customer email and/or phone details by the time of ticketing
- Ensure contact details are accurate and belong to the customer
- Use the correct industry-standard formats
- Record a CTCR entry when a customer declines to provide their details

ADM's may be issued where customer contact details are missing, invalid, replaced with agency details, or where a customer refusal has not been recorded correctly.

Accurate customer contact details allow us to provide timely operational updates directly to customers during schedule changes and disruption, helping us work together to deliver the best possible customer experience.

Thank you for partnering with us to support our customers and improve compliance.

Kind regards,
British Airways Global Sales



Important notes

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