

## Privacy Policy

### Introduction

At **Best Time in Africa Safaris**, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and protect your information when you use our services or visit our website.

### Information We Collect

We may collect the following information from you:

- **Personal Identification Information:** Name, email address, phone number, physical address, and any other contact details.
- **Booking Information:** Information related to your safari reservations, including travel preferences, arrival dates, and any other information you provide during the booking process.
- **Payment Information:** Credit/debit card details or other payment-related information required to process your payments.
- **Technical Data:** Information such as IP address, browser type, and operating system, which is collected when you visit our website.
- **Feedback and Reviews:** Comments, reviews, and feedback about your experience with us.

### How We Use Your Information

We use your personal information for the following purposes:

- **To Provide Services:** To process your bookings, communicate with you, and deliver safari services you've requested.
- **Payment Processing:** To facilitate payments for services rendered.
- **Customer Support:** To respond to your inquiries and provide assistance during your safari experience.
- **Marketing:** To send you promotional materials and offers, where permitted by law or where you have provided consent.
- **Improve Our Services:** To understand customer preferences and feedback, helping us to enhance our safaris and guest experiences.
- **Legal Obligations:** To comply with applicable laws, regulations, and legal processes.

### Information Sharing and Disclosure

We do not sell, trade, or otherwise transfer your personal information to third parties without your consent, except under the following circumstances:

- **Service Providers:** We may share your information with trusted third-party service providers, such as hotels, transportation services, and payment processors, to fulfill your requests.
- **Legal Requirements:** We may disclose your information when required by law, or to protect the rights, property, and safety of Best Time in Africa Safaris or our guests.

- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, we may transfer your personal information to the new entity.

### **Security of Your Information**

We are committed to ensuring the security of your personal information. We use appropriate physical, technical, and administrative measures to safeguard your data from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

### **Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to enhance user experience and collect technical data about how our website is used. Cookies are small files stored on your device that help us understand how you interact with our site. You can manage your cookie preferences through your browser settings, but this may affect the functionality of our website.

### **Third-Party Links**

Our website may contain links to third-party websites. This Privacy Policy applies only to our website and services. We are not responsible for the privacy practices or content of third-party websites. We encourage you to review the privacy policies of any third-party sites you visit.

### **Your Rights**

You have the following rights regarding your personal information:

- **Access:** You have the right to request access to the personal information we hold about you.
- **Correction:** You can request that we correct any inaccurate or incomplete information.
- **Deletion:** You can request that we delete your personal information, subject to legal obligations.
- **Objection:** You can object to the processing of your personal information for marketing purposes.
- **Withdraw Consent:** If you have given consent for any data processing, you can withdraw this consent at any time.

To exercise any of these rights, please contact us at the details provided below.

### **Children's Privacy**

Our services are not directed at individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child without proper consent, we will take steps to delete that information.

### **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the revised policy will indicate the effective date. We encourage you to review this page periodically to stay informed about how we are protecting your information.

### **Contact Us**

If you have any questions or concerns about this Privacy Policy, or if you would like to exercise your rights regarding your personal information, please contact us at:

**Best Time in Africa Safaris**

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Phone: +27 79 737 8976

Address: Enhlazeni, Mpumalanga, South Africa