



## **General Data Protection Regulation (GDPR)**

### **What is it?**

The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA. The GDPR aims primarily to give control to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

### **What kind of information do we collect from you?**

There are only 2 occasions on which we collect information from you: (1) When you choose to sign up via our website to receive notification of our new blog posts and (2) When you ask us for advice with planning your safari.

(1) When you sign up for our blog posts you provide us with your name and an email address, no other information is demanded. We store receive and store the information you enter.

(2) When you ask us for safari planning advice we will need to ask you for contact information and some information about the members of your party insofar as it may relate to the accommodation and activities we recommend.

### **Information we DO NOT collect**

We **do not** ask you to provide us with your bank or credit card details.

We **do not** automatically collect any information about (or from) your computer when you visit our website; our website does not use cookies.

### **How do we use your information?**

(1) If you have signed up to receive our blog we will notify you by email of each new blog post. We may also, from time to time, notify you by email of special offers that we think may be of interest to you. That is all.

We do not share your email address with anyone, nor do we sell our mailing list.

(2) If you ask us for help with safari planning the way in which we use the information you provide is detailed below under the heading 'With whom do we share your information?'.  
[With whom do we share your information?](#)



### **With whom we share your information?**

We will - only when necessary and with your specific consent- share your information with the suppliers we recommend for your holiday.

Information about you is routinely required by airlines, hotels, lodges and activity organisers and they will ask for this information as and when they need it.

These suppliers are not controlled by us and personal information disclosed to them is subject to the applicable supplier's privacy policy and security practices.

### **We also may share your information:**

- In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.
- When we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of our company or this website, our customers, or others; and in connection with our Terms of Service and other agreements.

Other than as set out above, you will be notified when personal information about you will be shared with third parties, and you will have an opportunity to choose not to have us share such information.

We also may share aggregate or anonymous information with third parties, including advertisers and investors. For example, we may tell our advertisers the number of visitors our website receives or the most popular hotels and vacation destinations. This information does not contain any personal information and is used to develop content and services we hope you will find of interest.

### **How can you access your information?**

If you have signed up to receive our blog your name and email address is stored on our website under your user profile. You can access this at any time simply by logging in to your profile. You can amend or delete the information held there at any time.

### **How do we protect your information?**

Apart from your name and email address, any information we hold is stored offline and is not accessible via our website. We employ firewalls and intrusion detection systems to help prevent unauthorized persons from gaining access to your information.



### **External Links**

If any part of this website links you to other sites, those sites do not operate under this Privacy Policy. We recommend you examine the privacy statements posted on those other websites to understand their procedures for collecting, using, and disclosing personal information.

### **Changes to this Privacy Policy**

If we make material changes to this Privacy Policy in the future we will notify you by sending a notice to the email address you provided to us or by placing a prominent notice on our website.

### **How can you contact us?**

If you have questions about this Privacy Policy please email us using our [contact form](#).

This Privacy Policy is effective as of 16 August 2021.