



Africa Wild Trails GDPR - Reviewed Policy

Effective Date: October 18, 2024

At Africa Wild Trails, we are committed to protecting and respecting your privacy. This GDPR Review Policy outlines how we manage personal data in compliance with the General Data Protection Regulation (GDPR), ensuring transparency, accountability, and fairness in all our data practices.

1. Data Collection

We collect personal data from our clients, partners, and website visitors to provide overland expeditions, wildlife safaris, educational tours, and related services. This data may include:

- Name
- Contact information (email address, phone number)
- Payment details
- Travel preferences and history
- Communication records

2. Legal Basis for Processing

We collect and process personal data based on the following legal grounds:

- Consent: Where you have expressly agreed to the collection and use of your data.
- Contractual Necessity: Where the data is required for the fulfillment of a contract (e.g., booking a trip).
- Legal Obligation: Where processing is required to comply with legal obligations.
- Legitimate Interest: For certain marketing communications, customer support, and improving our services, where such interests do not override your fundamental rights.

3. Data Usage

Your personal data will be used for:

- Managing bookings and providing travel services.
- Communicating trip details, updates, and offers.
- Enhancing our customer experience through feedback and surveys.
- Complying with legal requirements and safety standards.
- Marketing our services (with your consent).

4. Third-Party Sharing

We do not sell or share personal data with third parties for marketing purposes. However, we may share data with trusted third-party service providers (such as payment processors, travel partners, and insurance providers) to perform necessary services on your behalf. These third parties are contractually obligated to safeguard your data in line with GDPR regulations.

5. Data Security

Africa Wild Trails takes appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, or loss. We regularly review and update our security measures to ensure the safety of your data.

6. Your Rights

As per GDPR, you have the right to:

- Access your personal data.
- Rectify inaccurate or incomplete data.

- Rectify inaccurate or incomplete data.
- Erase your data (right to be forgotten).
- Restrict or object to the processing of your data.
- Port your data to another service provider.
- Withdraw consent at any time (without affecting the lawfulness of prior processing).

To exercise these rights, please contact us via email at angus@afriawildtrails.com.

7. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected or as required by law. Once data is no longer needed, we securely delete or anonymize it.

8. Changes to this Policy

We reserve the right to update this policy as needed to comply with legal, regulatory, or operational requirements. Any changes will be communicated via our website.

9. Notes on Keeping Information Safe

- Password Protection: Our office computer is password-protected with a strong, unique password that is changed regularly, and information is backed up on the Microsoft CLOUD.
- We do not use Two-Factor Authentication, however there is minimal access to the computer. Since there is only one staff member, it is easy to control access to the data, and as such there are no unauthorised persons that might be able to access the computer or stored data.

10. Contact Us

For questions or concerns regarding your personal data, or if you wish to review or exercise your GDPR rights, please contact:

Africa Wild Trails

Email: angus@afriawildtrails.com

Phone: +447932327534

We are committed to ensuring that your data is handled with the highest level of care and in full compliance with GDPR. Thank you for trusting Africa Wild Trails.

This policy is subject to regular review and is updated to reflect the latest regulations and practices.

This reviewed policy was written using Chat GPT, and amended by Angus Wingfield