



## PRIVACY POLICY STATEMENT

Jemmy Safaris is committed to the safety and protection of your personal information and privacy. In alignment with the Data Protection Laws in Kenya, our privacy policy ensures that we only ask for minimal personal information necessary for the purpose of the booking process. No data will be shared or sold for commercial reasons.

### What information do we collect & why?

When you make an inquiry with Jemmy Safaris through our various booking platforms, we collect information from you including your full name, email address, telephone number and details about the holiday you wish to go on. This information is relevant in processing a quotation and/or booking for you. During the enquiry process your name may be shared with suppliers in order to hold rooms.

When you book with Jemmy Safaris you will need to complete an online booking form. This form collects information on you, and others traveling on your booking, including, but not limited to:

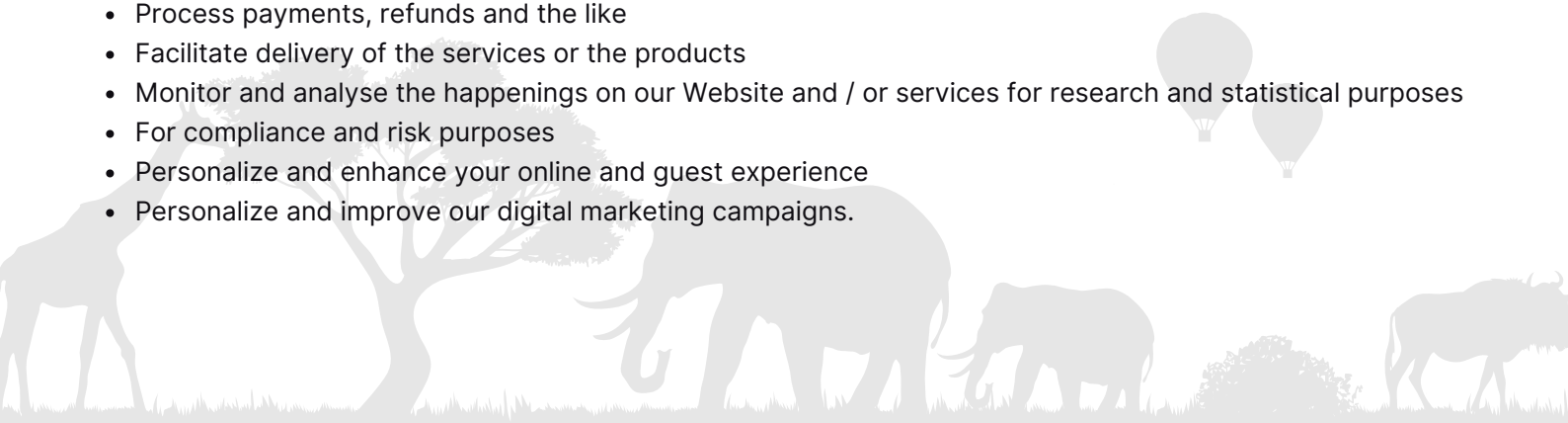
- Full names
- Date of birth
- Email address
- Physical address
- Telephone number
- Passport number
- Insurance policy
- Nationality
- Physical information
- Emergency contact details
- Any medical information
- Special dietary requirements

We do not store financially sensitive information such as credit card numbers, bank details or security numbers.

We may need to disclose some of your information to our partners including hotels, lodges and ground handlers. We only pass on information that is required in order to fulfil the booking and make sure your safari runs smoothly.

We use this information to:

- Facilitate the booking process i.e. preparation of itineraries and submission of quotes
- Prepare and transmit marketing material tailor made for you
- Process payments, refunds and the like
- Facilitate delivery of the services or the products
- Monitor and analyse the happenings on our Website and / or services for research and statistical purposes
- For compliance and risk purposes
- Personalize and enhance your online and guest experience
- Personalize and improve our digital marketing campaigns.



### **Cookies & Google**

A “cookie” is a small computer file which is stored on your computer or mobile device by a website's server and only that server will be able to retrieve or read the contents of that cookie. In order to offer a quality service for customers and a better user experience on our website, Jemmy Safaris collects certain information about visitors to its website using cookies. We only use this information for statistical analysis purposes.

Third parties, including Google, show Jemmy Safaris adverts on sites around the internet and use cookies to serve these adverts based on a user's previous visits to our website.

We also use Google Analytics to measure and collect website session information, length of visits to certain pages, repeat visits and page interaction information. Google Analytics collects only the IP address assigned to you on the date you visit our website, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. You can prevent Google Analytics from recognising you on return visits to this site by disabling cookies on your browser [here](#).

### **Keeping your data safe**

Data security is of the utmost importance to us and we are committed to ensuring the information we collect from you is secure. To protect the privacy of this data, we have implemented and maintained appropriate technical and organisational security measures, such as the following:

- Ensuring confidentiality requirements on the part of our staff members and service providers.
- Deleting your data if it is no longer needed for the purposes for which it was collected.
- Using secure communication channels on our website such as SSL (“Secure Sockets Layer”) for transmitting data that is sent to us. SSL are industry standard encryption protocols used to protect online transaction channels.

### **Who has access to your data?**

Your information is kept securely and can only be accessed by the employees of Jemmy Safaris who have a legitimate operational reason for having access to such Personal Information.

### **Data retention**

Jemmy Safaris will only keep your data until the purpose for which it was collected has been achieved. After that, data is regularly reviewed and removed when it is no longer relevant. We will then dispose of data that is no longer required in a secure manner.

### **Limitation of Liability**

We shall not be held responsible, and by accepting the terms and conditions to which this Policy relates, you agree to indemnify us and hold us harmless for any security breaches that may potentially expose the Personal Information in our possession to unauthorised access and or the unlawful processing of such Personal Information by any third party.

### **Changes to this policy**

We will keep updating this policy with the dynamics in the legal framework and industry requirements. In the event that that Policy is changed, the new policy will be made available on our websites.



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**Governing Law**

Data Protection Laws in Kenya will govern any dispute or claim arising out of or relating to electronically submitted Personal Information through the use of the websites.



*Jemmy Safaris*

