



Personal Data Privacy Policy

Roho Ya Chui's commitment:

- Is to hold your data securely;
- Share only where you agree;
- Use your data to tailor the information we provide you, arrange your travel arrangements and improve our services;
- Put you in control by allowing you to update, delete and access your data;

This policy covers how Roho Ya Chui BV and Roho Ya Chui PTY Ltd. collect, use, disclose, transfer and store your data. Roho Ya Chui's website www.rohoyachui.com is the official safari travel website.

Please read the following information carefully. If you book on behalf of others, you are responsible for ensuring that the others are aware of the content of this Privacy Policy and are in agreement with you supplying their personal data to use to make a booking or enquiry. By making a booking or an enquiry, you agree to the transfer, storage and processing of it as necessary. We will take all reasonable steps necessary to ensure your data is treated securely and in accordance with this privacy policy but if you do not agree with this policy we cannot accept your booking and you should not use our services.

The personal information we collect and when and why we use it

The sort of personal data we collect will be information such as name, email address and telephone number in order to communicate during the enquiry process and for our newsletter. The age of children will be requested in order to quote the correct rates.

In addition, when a booking has been confirmed, accommodation providers request that we collect and forward information listed in the "guest assistance form". The guest assistance form is sent with the Adobe "fill in & sign" service for data safety. The information in the guest assistance form is used to provide the best service possible (dietary requirements, allergies, special needs due to medical conditions, food and beverage preferences, special safari interests) and to assist in emergencies (illness, accident, documents stolen or lost, evacuation due to nature events) immediately and comprehensively.

For commercial flight bookings, airlines can request to provide passport details in order to book the flights. In order to minimize the chance of ticket errors (name spelling or missing middle names) it can be helpful to have passport copies. It is at the guest's discretion how to provide the information required by the airlines.



How we use this personal information

We use your personal information to:

- fulfil our contract with you and/or deal with your booking or intended booking, including processing your booking, sending you your itinerary or other details relating to your booking
- update you on changes to your travel itinerary (for example, if there is a change to your booking pre travel; if a flight is delayed or cancelled)
- manage your wider travel or services requirements (for example, liaising with and transferring your data to airlines, service providers and/or travel facilitators so that they can facilitate your booking and/or your travel arrangements so any disruption can be minimised), this includes when you book a holiday package, hotel, car or other service which may be provided by us or third parties with us
- process payments for your air ticket booking, fulfil requests for refunds and for accounting or audit purposes
- personalise the service and offers you receive (for example, by being aware of previous travel experiences, transactions or preferences, and tailoring the way we provide our products or services to you based on your preferences and profile)
- communicate and interact with you at different times throughout your journey
- communicate with airlines, accommodation providers and other parties that are part of your journey regarding your experience, preferences, compliments or complaints
- improve the products and services we offer or help us to create new ones
- market our products and services to you

We do not generally collect special categories of personal information from you (or those you are booking for), but where we do, we seek to minimise the collection and use of it and handle it with extra care. We also share this information with third parties (who help manage our business and deliver services such as those parties who provide wheelchairs at airports) and other companies (who help manage your booking



or journey), and we transfer it globally. Where you (or any passenger travelling) provides us with special categories of personal information you agree that you have voluntarily provided such information, and you consent (and the passenger travelling consents) for us to use that information for the purposes for which it was collected. If you have any queries about any of our products or services, compliments or complaints, we will need to collect information from you, including your contact details, in order for us to respond to your query or provide you with assistance. We will collect this information when you, send us an email, call our offices, visit a local office or contact us via another form of communication such as through social media or an online chat tool.

Personal information we collect and use for legal, compliance, regulatory and crime detection and prevention purposes

We process your personal information so that we can meet our legal, compliance and regulatory obligations, for legal purposes, such as to respond to a valid legal claim, summons or regulatory order, and to protect our property, rights and interests as well as the property, rights and interest of other persons.

We also process your personal information for crime prevention and detection purposes, including the prevention of fraud for online payments, for identity verification, for credit checking and credit scoring purposes and accounting or audit purposes. If you visit one of our local offices you may be monitored by closed-circuit television for security purposes. In each case, we do so in compliance with applicable laws.

Personal information we collect and use from third parties

We collect personal information from third parties who you have authorised to provide your personal information to us (for example, this may be another person making a booking on your behalf, your travel companion, your travel coordinator, social media and other digital website). We also collect personal information from individuals who may refer you as a friend to our products or services. We ask these individuals to confirm that you are happy to hear from us.

Personal information we collect and use when you are making a payment

We collect credit card information only for commercial flight bookings. The credit card authorisation form is sent through Adobe fill in & sign for data safety. The data form is immediately deleted when the ticket was booked. We do not keep credit card data. Credit card payments for all other services are processed by EMS (European Merchant Services). A secure credit card payment link is sent and guests fill in the



credit card information themselves on the EMS platform. We do not have access to the credit card details provided to EMS.

Legal basis for using your personal information

We will only collect, process, use, share and store your personal information where we are satisfied that we have an appropriate legal basis to do this. This may be because:

- we need to use your personal information to perform a contract or take steps to enter into a contract with you. For example, to manage your booking with us, to take payment for your booking, or to complete your travel arrangements;
- we need to use your personal information to comply with a relevant legal or regulatory obligation that we have. For example, in some countries, we are required to provide API to border control, customs and law enforcement officers at ports of entry and exit on your itinerary; and

Sharing your personal information with others

We share your personal information in the manner and for the purposes described below:

- air ticket payment providers to authorise and complete payments;
- with governments, government organisations and agencies, border control agencies, regulators, law enforcement and others as permitted or required by law, in relation to API or such other legal requirements as apply from time to time when travelling to or from a particular country, and to generally comply with all applicable laws, regulations and rules, and requests of law enforcement, regulatory and other governmental agencies;
- with third parties whose products or services you are purchasing through our website or offices, or otherwise such as airlines, hotel, transfer and car hire companies, tour and excursion providers or if there is a problem with your booking so that we can resolve it

Personal information we collect and use for marketing

We may contact you by email to let you know about our products and services that we think may be of interest to you. If at any time you would like us to stop sending you marketing material, please contact us or choose the “unsubscribe” option.

Transferring personal information to accommodation providers

Completed and signed guest assistance forms are sent through Adobe “send & track” for data safety. The tool allows tracking who opens the file and when.



How we protect and store your personal information

Protection of your personal information

All personal data is stored on one computer with the file vault feature activated and password protected access. The file vault feature means that all data on the computer is encrypted. Data backups are generated through encrypted transmission to an encrypted off site server of a data security firm.

Right to access personal information

You have a right to request that we provide you with a copy of your personal information that we hold and you have the right to be informed of: the source of your personal information; the purposes, legal basis and methods of processing; the data controller's identity; and the businesses or categories of businesses to whom your personal information may be transferred.

Right to rectify or erase personal information

You have a right to request that we rectify inaccurate personal information. We may seek to verify the accuracy of the personal information before rectifying it. You can also request that we erase your personal information in limited circumstances where:

- it is no longer needed for the purposes for which it was collected; or
- you have withdrawn your consent (where the data processing was based on consent); or
- following a successful right to object; or
- it has been processed unlawfully; or
- the personal information must be erased for compliance with a legal obligation under European Union or Member State law to which the we are subject.

We are not required to comply with your request to erase personal information if the processing of your personal information is necessary:

- for compliance with a legal obligation; or
- for the establishment, exercise or defence of legal claims.

Right to object to the processing (including direct marketing) of your personal information

You can object to any processing of your personal information which has our legitimate interests as its legal basis, if you believe your fundamental rights and freedoms outweigh our legitimate interests.

You can request that we stop contacting you for marketing purposes.

If you have joined our mailing list, you can manage your marketing preferences automatically by clicking the "unsubscribe" link that you will find at the bottom of our



emails which you receive from us, or you can unsubscribe by contacting us at info@rohoyachui.com.

Right to obtain a copy of personal information safeguards used for transfers outside your jurisdiction

You can ask to obtain a copy of, or reference to, the safeguards under which your personal information is transferred outside of the European Union.

Right to restrict the processing of your personal information

You can ask us to restrict your personal information, but only where:

- its accuracy is contested, to allow us to verify its accuracy; or
- the processing is unlawful, but you do not want it erased; or
- it is no longer needed for the purposes for which it was collected, but we still need it to establish, exercise or defend legal claims; or
- you have exercised the right to object, and verification of overriding grounds is pending.

We can continue to use your personal information following a request for restriction, where:

- we have your consent; or
- to establish, exercise or defend legal claims; or
- to protect the rights of another natural or legal person.

You have a right to lodge a complaint with the Information Commissioners Office if you have concerns about how we are processing your personal information.

If you have any concerns regarding data that we hold, please contact us on info@rohoyachui.com