

Alexandra's Africa

ECO-CULTURAL SAFARIS

Alexandra's Africa Privacy Policy

Date of last revision: 10th February 2020

This privacy policy sets out how Alexandra's Africa Ltd. [Alexandra's Africa] uses and protects any information that you provide when you use our website, or through other channels, when you provide information for us to promote, offer information, and create and customise your travel arrangements.

Alexandra's Africa is committed to providing you with the best information on how to travel responsibly and to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website or in other correspondence, then you can be assured that it will only be used in accordance with this privacy statement.

Alexandra's Africa may change this policy from time to time by updating these pages. Please check with us to ensure that you are happy with any changes. This policy is effective from date of last revision above.

Information collected by Alexandra's Africa

You do not need to enter any information to browse our website. However, if you make an enquiry, sign up for our newsletter or request a quotation through our website, or through other channels, we will request a first and a last name and also an email address so that we are able to provide you with the information requested. There is also an option to provide a telephone number should you chose to do so.

We will only collect your postal address if you ask us to send you a brochure or written materials by post.

If you purchase one of our Safaris or Safari Retreats [Safaris], we will also collect the following information about the lead traveller (the primary) and all the people travelling in the group:

- First and Last names
- Contact email address
- Nationality, passport number and issuing country
- Emergency contact details
- Flight Information
- Dietary Information
- Medical information as relevant to your travel arrangements

What we do with the information we gather

We will email a response or send a letter, or make a telephone call, based on the contact details provided to respond to an enquiry, information or quotation request. Where a guest is travelling with us, we will use the details provided to email further information relevant only to the arrangements for your Safari with us, before, during and after the Safari. These details are held on OnePageCRM – please see details and security information below for this application.

Sixty days after the Safari has ended, all the information relating to the group members will be deleted. The only information retained by us will be for the primary only, and that will be the first name, last name, tel, email and postal address if provided for exchange of information.

We retain a subscription list where customers have actively made contact with us and given consent for the use of their data. We use this for digital newsletters and limited marketing material. There is an option to unsubscribe at any time. Email addresses stored in this way will never be provided to any 3rd party without the necessary permission.

We may also process personal information for our legitimate business interests. e.g. direct marketing, modifying or improving our services, determining the effectiveness of promotional campaigns and advertising, data analytics & enhancement, where interest in our Safaris has been expressed and follow up contact requested, or where there are mutual business interests and contact details have been exchanged through networking or similar.

Where we use data in this manner, you have the right to object to this processing if you wish and if you wish to do so please contact us at: infoalexandrasafrica.com. Regular legitimate interest assessments are conducted and records of these held in house.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

The information we hold is not stored on site at any Alexandra's Africa location, but is held on secure servers managed by our IT Suppliers as follows:

For OnePageCRM our customer relationship management system:

OnePageCRM.Com [OnePageCRM], is a SaaS (Software as a Service) application. All data is stored on a secure server and is only accessible via HTTPS meaning that all our interactions with our app are secure and private. OnePageCRM uses Amazon's AWS servers to host all accounts of which Alexandra's Africa Ltd. is one. The encryption on these servers is similar to that used for internet banking. They have Comodo-issued security certificates (SSL) with 256-bit encryption so all data transferred between ourselves and our servers cannot be accessed by a third party.

Further, OnePageCRM servers in Amazon's data centre are isolated from the rest of Amazon's customers, i.e. they are running in an isolated private network (amazon virtual private cloud service). For more information, please visit: <https://www.onepagecrm.com/security-2>

For Xero our accounting system:

Xero.Com. [Xero] is a SaaS (Software as a Service) application. Xero provides multiple layers of protection for any personal and financial information. Xero encrypts all§ data that goes between the Alexandra's Africa and Xero using industry-standard TLS (Transport Layer Security). The data is also encrypted at rest when it is stored on Xero's servers, and encrypted when it is transferred between data centres for backup and replication.

For Network protection, Xero takes a "defence in depth" approach to protecting our systems and data. Multiple layers of security controls protect access to and within our environment, including firewalls, intrusion protection systems and network segregation. Xero's security services are configured, monitored and maintained according to industry best practice.

Further, Xero's servers are located within enterprise-grade hosting facilities that employ robust physical security controls to prevent physical access to the servers they house. These controls include 24/7/365 monitoring and surveillance, on-site security staff and regular ongoing security audits.

For more information, please visit: www.xero.com/uk/about/security/

Our Newsletter and email platforms

Our email platform is *Outitgoes.com* and is used for emailing information requested by visitors to our site. For Newsletter digital distribution, we use *Mailchimp*. An email contact address and last name are shared between our OnePageCRM and Mailchimp accounts for this purpose. Contact data shared with *Mailchimp* is stored on Mailchimp servers. No data is held on our website or locally. For specific information on Mailchimp data centres and data security, please visit:

https://mailchimp.com/about/security/?_ga=2.154294008.1533123536.1552830157-417263066.1552830157

How we use cookies

We don't currently use cookies.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless we obtain your written permission or are required by law to do so.

If you would like to update any of your details, or check what details we have on our database, please email info@alexandrasafrica.com or please write to Alexandra's Africa Limited at 30a Bedford Place, Southampton, SO15 2DG, UK.

Sharing data with our partners

If as part of your safari with us, you do or are planning to engage with our partners at 'Flight Centre' to assist with flights and/or any onward or pre-safari travel arrangements, and you have made us aware of this – then we will, with your permission, provide your name (only) and background information relating the safari you have booked with Alexandra's Africa to Flight Centre. This is to ensure that together with our Flight Centre partners, we are able to co-ordinate our arrangements to ensure a seamless travel experience for you.

The same applies to any other safari extension partners, where you have expressed an interest in an extension. As for the above (Flight Centre), with your permission, only a name will be exchanged to allow for connected travel arrangements.

We are not responsible for the privacy practices of our partners. We would always advise you to exercise caution with all suppliers and to review any applicable privacy statements. However, should you have any concerns with regard to the data privacy matters of our partners, please do let us know and we will follow up accordingly.

We hope this helps to reassure you.



Alexandra Gillies (Founder & CEO)