



PRIVACY POLICY

Last update: **01/01/2024**.

This privacy notice for "**Kura Safaris (Pty) Ltd**" ("we," "us," or "our"), describes how and why we might collect, store, use, and/or share ("process") your information when you use our services ("Services, such as when us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us). However, we will take all necessary measures to protect your personal information in accordance with this privacy notice and applicable law.

Reading this privacy notice will help you understand your privacy rights and choices. If you have any questions or comments, you may contact us by email at: **info@kurasafaris.co.za**

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. We process your information to provide, improve, and administer our Services, communicate with you, and to comply with law. We may also process your information for other purposes **with your consent**.

Do we process any sensitive personal information? We do **not** process sensitive personal information. All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Do we collect any information from third parties? We may collect information from public databases, marketing partners, social media platforms, and other outside sources.

In what situations and with which parties do we share personal information? We may share information in specific situations and with specific third parties. We may need to share your personal information in the following situations with below-mentioned third parties:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Affiliates.** We may share your information with our affiliates, in which case we will require those affiliates to honour this privacy notice. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions.

Do we collect information from minors?

In short, we do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such personal information. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records.

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.



How do you exercise your rights? The easiest way to exercise your rights is by submitting a data subject access request, or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

How long do we keep your information?

We keep your information for as long as necessary to fulfil the purposes outlined in this privacy notice unless otherwise required by law (such as tax, accounting).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Do we make updates to this notice?

We will update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated "Revised" date at the top of this privacy notice. We encourage users to review this privacy notice frequently to be informed of how we are protecting their information.