

Privacy Policy

Ukubuya Africa Safaris (Pty) Ltd *Last updated: May 2026*

1. Introduction

Ukubuya Africa Safaris (Pty) Ltd (“we”, “us”, “our”) is committed to protecting your privacy and ensuring that your personal information is handled responsibly, lawfully, and transparently. This Privacy Policy explains how we collect, use, store, and protect your information when you visit our website, make a booking, or engage with our services.

We comply with the **Protection of Personal Information Act (POPIA)** of South Africa.

2. Information We Collect

We may collect the following types of personal information:

- Identity information: name, surname, ID/passport number
- Contact information: email address, phone number, physical address
- Booking information: travel dates, group size, special requests
- Payment information: billing details (processed securely by third-party payment providers; we do not store card details)
- Website usage data: IP address, browser type, device information, pages visited
- Communication records: emails, WhatsApp messages, enquiries, feedback

3. How We Use Your Information

We use your personal information to:

- Process and manage bookings
- Provide safari services and guest support
- Communicate confirmations, updates, and important information
- Improve our website, services, and guest experience
- Comply with legal and regulatory requirements
- Maintain security and prevent fraud

We only use your information for the purposes for which it was collected.

4. Sharing of Information

We do not sell or share your personal information with third parties for marketing purposes.

We may share information only with:

- Trusted service providers who assist with bookings, payments, or website operations
- Safari guides or lodge partners when necessary to fulfil your booking
- Legal authorities if required by law

All third parties are required to protect your information and use it only for the agreed purpose.

5. Data Storage and Security

We take appropriate technical and organisational measures to safeguard your personal information, including:

- Secure servers and encrypted communication
- Restricted access to personal data
- Regular security monitoring

Although we take all reasonable steps, no online system can guarantee absolute security.

6. Cookies and Website Tracking

Our website may use cookies and similar technologies to:

- Improve website performance
- Analyse visitor behaviour
- Personalise your browsing experience

You can adjust your browser settings to refuse cookies, but some features may not function fully.

7. Your Rights Under POPIA

You have the right to:

- Access the personal information we hold about you
- Request corrections or updates
- Request deletion of your information (where legally permissible)
- Withdraw consent for optional communications
- Lodge a complaint with the Information Regulator

Requests can be sent to: diana@ukubuyasafaris.co.za

8. Data Retention

We retain personal information only for as long as necessary to:

- Provide services
- Meet legal, tax, or accounting obligations
- Resolve disputes

After this period, information is securely deleted or anonymised.

9. Third-Party Links

Our website may contain links to external websites. We are not responsible for the privacy practices or content of those sites.

10. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

11. Contact Us

For questions, requests, or concerns regarding this Privacy Policy, please contact:

Ukubuya Africa Safaris (Pty) Ltd Email: diana@ukubuyasafaris.co.za Tel: **+27 (0) 72 758 4178**

Location: Hazyview, Mpumalanga, South Africa