



Exclusive Cruise and Travel Marketing (Pty) Ltd

Travel Better - Experience More

Customer Privacy Policy

It's our promise to clients that we respect the trust you place in us and the privacy of the information you share. Part of providing superior customer service includes making sure that we're building a relationship of trust with our clients. Our way of doing that is to let you know in a clear, prominent, and easily accessible way how we collect, use, share, and above all protect your personal information. In this policy, Exclusive Cruise and Travel Marketing, Cruise Vacations, "we", "us" or "the Company" refers to Exclusive Cruise and Travel Marketing (Pty) Ltd and any other company that forms part of that Group. We will only collect personal information that is necessary for the purposes described in this policy and will only process personal information in compliance with applicable laws, including the protection of Personal Information Act (POPIA) and in ways that are for, or compatible with, the business purposes for which the personal information was collected or that are subsequently authorised by you.

Exclusive Cruise & Travel Marketing (Pty) Ltd. takes steps to ensure that we manage your personal information properly to maintain your trust.

We may collect the following categories of personal information. Not all categories may be collected about every individual and this will depend on the purpose for which we need the personal information:

- Personal identifiers, such as name and address;
- Device and online identifiers and related information, such as telephone number and email address;
- Internet, application, and network activity, such as cookie IDs and browser visits;
- Government identifiers, such as national identification numbers and passport numbers.
- Demographic information, such as age and date of birth;
- Financial information, such as credit and debit card numbers.
- Booking history information, such as previous reservations.
- Location information, such as geo-location information;
- Individual preferences and characteristics, such as inferences related to booking patterns and behaviors.

Exclusive Cruise and Travel Marketing (Pty) Ltd.

011 5140564 info@cruise-vacations.co.za

Co. Reg No, 2019/334484/07. Director: G.A. Neill

Collection of Personal Information

We collect information from you in a variety of ways. It may be:

- Provided directly by you;
- Collected from a device associated with you or your household;
- Collected via our website/newsletter subscription
- Collected from third party travel agent or cruise specialist agent.
- Participation in our promotions, client functions or online events.
- Conduct a transaction or request a service where we collect information (including when required by law);
- Request customer service or contact with us;
- Post a review or comment on one of our social media pages, or post a rating, review or other user-generated content on one of our websites
- Participate in a contest, promotion, or survey.

We ensure that we limit the information we collect to the information needed to support our business.

Purpose for Collection of Personal Information

The information collected and processed by Exclusive Cruise and Travel Marketing (Pty) Ltd may be used for the following purposes:

- To fulfill requirements for your reservation
- To create and maintain your client profile with the company.
- To conduct auditing and monitoring of transactions and engagement;
- To conduct marketing, personalisation, and third-party advertising, subject always to your right at any time to opt out of such communication. If you want to remove your contact information from all lists and newsletters, please unsubscribe via the unsubscribe button or by email to info@cruise-vacations.co.za
- To conduct research and trends for future marketing.
- To fulfill our legal functions or obligations when making your reservation with our Principals and suppliers.

All Personal Information which you provide to the Company will be used and/or retained only for the purposes for which it is collected. All data is held on our secure, password protected server.

Sharing of Personal Information

All of the categories of personal information that we collect may be shared only with the companies or divisions under Exclusive Cruise and Travel Marketing (Pty) Ltd. and for a business purpose. We will not sell or rent your personal information for money.

We will not share your personal information outside of our company except in the following circumstances:

- Legal Requirements and Protection of Our Company and Others- We may share your personal information in other special circumstances, which include situations when sharing is required by law, or we believe sharing will help to protect the safety, property, or rights of Exclusive Cruise and Travel Marketing (Pty) Ltd., our clients, our principals, or other persons. Examples include:
 - Protecting the health or safety of clients, principals and suppliers.
 - Identifying and addressing fraud or financial risk;
 - Providing personal information to law enforcement at their written request
 - Responding to a search warrant or other valid legal inquiry; and
 - Responding to an investigative body in the case of a breach of an agreement or violation of law.

- Advertising Related Activities- We use data collection devices such as "cookies" on certain pages of the Website to help analyse our web page flow, measure promotional effectiveness, and promote trust and safety. Cookies assist us in providing our services. You are always free to decline our cookies if your browser permits, although in that case you may not be able to use certain features on the Website. The cookies do not contain any of your personally identifiable information.

Our Website may contain links to other websites that may collect personally identifiable information about you. Company is not responsible for the privacy practices or the content of those linked websites.

As we are required to transfer your personal information outside the borders of South Africa to overseas travel suppliers and principals, we will ensure that such suppliers and principals are aware of the privacy laws that are applicable in South Africa. By placing a booking through Cruise Vacations you consent to the legally required information being supplied to overseas suppliers and principals in order to secure and manage a reservation/s on your behalf.

Security

The security and confidentiality of your personal information is important to us. We have implemented technical, administrative, and physical security measures to protect your personal information from unauthorised access or disclosure and improper use. Access to your personal information is restricted to employees of Exclusive Cruise and Travel Marketing (Pty) Ltd.

Your rights

Upon reasonable request and in accordance with POPIA, we will grant customers reasonable access to their personal information and will permit them to correct, amend or delete personal information that is incomplete or inaccurate. Should you so request, we will provide you with the record or a description of the personal information which we have about you within a reasonable time and in a format that is generally understandable.

We will take reasonable steps to ensure that all personal information is kept as accurate, complete and up-to-date as possible but may not always expressly request you to verify and update your personal information, unless this process is specifically necessary. We expect that you will notify us from time to time in writing of any updates required in respect of your personal information.

The Company reserves the right to amend this policy at any time. All amendments to this policy will be posted on the website www.cruise-vacations.co.za