

Privacy Policy

This is the Privacy Policy for Jacques Kellermann Safaris (Pty) Ltd.

Registration Number: 2024/046671/07

("the Company", "us" or "we").

We recognise that your privacy is important.

This Policy discloses the privacy practices for Jacques Kellermann Safaris website (the "Site"), as well as related products and services we may offer to you (the "Service"). This Policy also covers how personal and other information that we receive or collect about you and your clients ("Clients") is treated. Please read the information below to learn the following regarding your use of this Site.

We reserve the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address on our records, by placing a prominent notice on our Site, and by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your (a) acknowledgment of the modified Policy; and (b) your agreement to abide and be bound by that Policy.

Important: By using the site and/or offerings available on this site, you give your consent that all personal data that you submit may be processed by us in the manner and for the purposes described below. If you do not agree to these terms and conditions, do not use the site.

Types of Information We Collect

In order to better provide you with our Service, we collect two types of information about our users:

- Personally Identifiable Information; and
- Aggregate Information.

Personally Identifiable Information: This refers to information that lets us know the specifics of who you are. When you engage in certain activities on this Site, such as downloading or purchasing a product or service advertised, submitting content and/or posting content in a public forum on this Site, or sending us feedback, we may ask you to provide certain information about yourself.

Examples of Personally Identifiable Information may include your first name, last name, email address, mailing address (including zip/postal code), employer, job title and department, telephone, other contact numbers, and other identifying information.

Aggregate Information: This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our Site and what other sites may have directed you to us. This information, which is collected in a variety of different ways, is compiled and analysed on both a personal and an aggregated basis. This information may include the Website's Uniform Resource Locator ("URL") that points to the site you just came from, which URL you go to after visiting our Site, what browser you are using, and your Internet Protocol ("IP") address.

How We Collect and Use Information

Jacques Kellermann Safaris does not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. However, you may be required to provide certain Personally Identifiable Information to us when you elect to use certain products or services available on the Site. These may include:

- uploading individual transaction data obtained from your third-party invoicing or accounting applications,
- uploading user-generated content and other information uploaded to the Site
- sending us an email message; or
- submitting a form or transmitting other information by telephone or letter.

We will primarily use your Personally Identifiable Information:

- to provide product or service offerings to you;
- improve our internal marketing and promotional efforts;
- to send you marketing and promotional communications;
- to respond to inquiries and offer support;
- to improve the user experience;
- to post customer testimonials;
- to deliver targeted advertising;
- to run and operate our Site and Services;
- to improve our product and service offerings;
- to customise our Site's content, layout, and services;
- to process information received from prospective client to prepare a quotation;
- to carry out the transaction/s requested;
- to process purchase orders, invoices, delivery notes, statements, and proof of payment documentation;

- to enter into transactional agreements;
- to confirm, verify and update client details;
- for communication purposes;
- to conduct market or customer satisfaction research; and
- in connection with and to comply with legal and regulatory requirements or when it is otherwise allowed by law.

We may use certain information about you without identifying you as an individual to third parties. We do this for purposes such as analysing how the Service is used, diagnosing service or technical problems, maintaining security, and personalising content. We may also use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices. Finally, we may use your Personally Identifiable Information to resolve disputes, troubleshoot problems and enforce our agreements with you, including our Terms and Conditions, and this Privacy Policy.

We may also collect or our third party advertising partners may collect, certain Aggregate Information. For example, we may use your IP address to diagnose problems with our servers, software, to administer our Site and to gather demographic information. Our third party advertising partners may also provide us with aggregate, but not individual, reports that will tell us how many ads were presented and clicked upon at our Site.

Cookies

Depending on how you use our Site, we will store cookies on your computer in order to collect certain aggregate data about our users and to customise certain aspects of your specific user experience. A cookie is a small data text file which is stored on your computer that uniquely identifies your browser. Cookies may also include more personalised information, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with

your server, and your first name to welcome you back to our Site. We may use cookies to perform tasks such as: monitoring aggregate site usage metrics, advertising preferences that you have set, and personalising the Services we make available to you. However, we do not use cookies to track your browsing behaviour.

Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some aspects of the Site may not function properly if you elect to disable cookies.

Release of Information

Jacques Kellermann Safaris will not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our product and service offerings through contractual arrangements made with affiliates, service providers, partners and other third parties (“Service Partners”). We and our Service Partners may need to use some Personally Identifiable Information in order to perform tasks between our respective sites, to deliver products or services to you, or to perform services on our behalf.

We will encourage our Service Partners to adopt and promote strong privacy policies. However, the use of your Personally Identifiable Information by our Service Partners is governed by the respective privacy policies of those providers, and is not subject to our control. Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. Other Sites accessible through this Site, including our Advertising and Service Partners, have their own privacy policies and data collection, use and disclosure practices. Please consult each Site’s privacy policy. We are not responsible for the policies or practices of third parties.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to the appropriate governmental

authorities. In such cases, we will disclose Personally Identifiable Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful. We may also provide Aggregate Information about our customers' sales, traffic patterns, and related Site information to third party advertisers, but these statistics do not include any Personally Identifiable Information.

Updating and Correcting Information

We believe you should have the ability to access and edit the Personally Identifiable Information that you have provided to us. You may change any of your Personally Identifiable Information in your account online at any time by sending us an email to jacques@jksafari.com

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on our records deleted or removed; however, some information, such as past transactions, logs of technical support calls, or other information may not be deleted. In addition, it may be impossible to completely delete your information without some residual information because of backups.

User Choices on Collection and Use of Information

We may, from time to time, send you email regarding new products and services that we feel may interest you. In addition we may occasionally send you direct mail (to the email address shared with us) about products and services that may be of interest to you.

Only Jacques Kellermann Safaris (or agents working on behalf of Jacques Kellermann Safaris and under confidentiality agreements) will send you these solicitations. If you do not want to receive solicitations from us, you can “opt-out” by clicking the unsubscribe link on the email to no longer receive such offers and mailings.

You also have choices with respect to cookies, as described above. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies some parts of our Site may not work properly in your case.

Security of Your Personally Identifiable Information.

At our Site you can be assured that your Personally Identifiable Information is secure, consistent with current industry standards. We strive to take appropriate security measures to protect against unauthorised access to or unauthorised alteration, disclosure or destruction of your Personally Identifiable Information. For example:

- We work hard to ensure that the data we collect is reliable, accurate, complete and current. We encrypt all Personally Identifiable Information, in order to prevent unauthorised parties from viewing such information when it is transmitted to us. We also only keep collected information: only for as long as reasonably necessary and use it only for the purposes for which it was

collected or to comply with any applicable legal or ethical reporting or document retention requirements.

- We limit access to Personally Identifiable Information only to specific employees, contractors and agents who have a reasonable need to come into contact with your information. For example, we may provide members of our technical support team with limited access to your information in order to allow them to troubleshoot problems you may be having with the Site.
- Additionally, we also employ a number of physical, electronic, and procedural safeguards to protect Personally Identifiable Information. Our secure servers and our data centres are protected by industry-standard encryption, and our servers reside behind firewalls and employ high-level password protection.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed. As we have no control or ability to monitor the security of your device, you should take measures reasonably available to secure your device.

In the event that Personally Identifiable Information is compromised as a result of a breach of security, Jacques Kellermann Safaris will promptly notify those persons whose Personally Identifiable Information has been compromised, in accordance with the notification procedures set forth in this Privacy Policy, by email, or as otherwise required by applicable law. You agree to immediately notify us and your Clients if you have experienced a breach of security on your device which may have affected the security of our Site or Service.

Miscellaneous

You must be at least 18 years old to have our permission to use this Site. By agreeing to Our Policy, you are hereby confirming that you are at least of 18 years old. Our policy is that we do not knowingly collect, use or disclose Personally Identifiable Information about minor visitors.

You should also be aware that when Personally Identifiable Information is voluntarily disclosed (i.e. your name, email address, etc.) in the discussion forums or other public areas on this Site, that information, along with any information disclosed in your communication, can be collected and used by third parties and may result in unsolicited messages (including unwanted spam messages) from third parties. Such activities are beyond our control and this Policy does not apply to such information.

If you have any questions, concerns or inquiries about our Privacy Policy, or our use of your Personally Identifiable Information, or our privacy practices, please send an email to jacques@jksafari.com