

## **Privacy Policy**

At TCD Destination Management Company (the “Company”) we respect and are committed to protecting your privacy.

We promise that we will take reasonable steps to use your personal information only in ways that are compatible with this Privacy Policy. This policy is in effect for the Company websites: [www.TheCapeDiscovered.co.za](http://www.TheCapeDiscovered.co.za), [www.WesternCapeDiscovered.co.za](http://www.WesternCapeDiscovered.co.za), [www.NamaqualandDiscovered.co.za](http://www.NamaqualandDiscovered.co.za) and [www.CapeTownDiscovered.co.za](http://www.CapeTownDiscovered.co.za), Facebook page [www.facebook.com/The Cape Discovered Tours, Safari's & Destination Management](http://www.facebook.com/TheCapeDiscoveredTours.Safari's&DestinationManagement) and e-mail related communications.

### **What information is collected**

We may request your personal details including, but not limited to, your name and the names and personal information of the members of your group, e-mail address, mailing address, telephone number, Skype contact information, credit card information and personal travel and related preferences. If you enter a contest or other promotion, we may ask for your name, address and e-mail address so that we can administer the contest and notify winners.

### **The information you provide**

The information we receive depends upon what you do when visiting our site and further direct interaction with you that may occur. We use the information that you provide (both online and offline) for responding to your requests, customizing the material presented to you, to communicate with you, to improve the content of our website and to improve our service offerings. The primary goal in collecting personal information is to provide you customized services and information and to give you an efficient personalized experience that best meets your needs.

If you choose to identify yourself by sending us an e-mail, interacting with an e-mail sent to you, or completing an online form, staff will have access to such information in order to contact you and provide any services agreed upon. Website interaction and information submitted by you may be stored in a personally identifiable format and will be kept in the strictest confidence. Such information will only be used for internal purposes and will not

be sold or disclosed to third parties without your permission. However, necessary personal information may be shared with business partners to facilitate the services agreed upon with you. This might include personal credit card information, provided to confirm reservations or to receive payment from you for service provided.

We maintain a strict "No-Spam" policy and will not sell or rent your e-mail address to a third-party.

### **What else should you know about your privacy when online**

The Company's websites and Facebook page may contain links to other websites. Please check with those sites to determine their Privacy Policies. Please keep in mind that whenever you voluntarily disclose personal information online, for example through e-mail, discussion lists, or elsewhere, that information can be collected and used by others. Ultimately, you are solely responsible for maintaining the secrecy of your personal information. Please be careful and responsible whenever you're online.

The Company cannot be held responsible for security breaches occurring on your electronic device (personal computer or other electronic device used to browse the websites), which may result due to the lack of adequate virus protection software or spyware that you may inadvertently have installed on your device.

### **Automatic information**

This information enables us to run site usage tools and create statistics about our site. These statistics help us to better understand how our site is being used and what we can do to make it more useful to visitors.

### **Disclosure of your personal information**

The Company will also disclose personal information when required by law or in the good-faith belief that such action is necessary to:

- Conform to the edicts of the law or comply with a legal process served on the Company.
- Protect and defend the rights or property of the Company.
- Co-operate with the investigations of purported unlawful activities.
- For the purpose of carrying out credit checks on potential clients, where necessary.

## **Your consent to this agreement**

The above policies are effective as of 1 August 2015. The Company reserves the right to change this policy from time to time without prior notice. By using the websites and Facebook page or responding to email communications, you consent to the collection and use of information by us as specified above. If we decide to change our Privacy Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

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**TCD Destination Management Company Proprietary Limited**

t/a

**The Cape Discovered**

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