

Privacy Policy

Ubon Safari Limited (“Ubon Safari”, “we”, “our”, “us”) is committed to safeguarding your personal information and respecting your privacy.

This Privacy Policy explains what personal data we collect, how we use it, the legal bases for processing, when we may share it, and the measures we take to protect it. By engaging with our services, you acknowledge that you have read and understood this Policy.

1. Information We Collect

When you make an enquiry, booking, or request services from Ubon Safari (whether via our website, email, telephone, or in person), we may collect the following information:

- Full name
- Contact details (email address, telephone number, postal address)
- Date of birth
- Passport and visa information
- Travel insurance details
- Nationality
- Emergency contact information
- Relevant medical details and dietary requirements (which may reveal sensitive data such as religious beliefs)
- Travel preferences and holiday details

We collect only the minimum personal data required to:

- Provide quotations and process bookings
- Communicate with you about your enquiry or trip
- Ensure your safari and related services are delivered smoothly and safely
- Meet legal, accounting, and regulatory obligations

Important: We do not collect or store payment card numbers, bank account details, or financial security information.

2. Use & Disclosure of Information

Your information will only be used for legitimate business purposes and shared strictly on a need-to-know basis with trusted third-party suppliers (such as hotels, lodges, ground handlers, transport providers) in order to deliver your safari.

We do not sell, lease, or commercially share personal data with third parties.

3. Brochures, Newsletters & Marketing

- If you request a brochure, we may ask for your name, email, and country of residence so we can provide the most relevant material.
- If you subscribe to newsletters or marketing communications, we will only send them if you have explicitly opted in. You may withdraw your consent or unsubscribe at any time by using the opt-out link or contacting us directly.

4. Cookies & Analytics

Our website uses cookies and Google services to improve performance and personalise your experience.

- **Cookies** help us analyse traffic and optimise our services.
- **Google Analytics** collects anonymous data such as IP address, session duration, and page interactions.

- **Google Ads Remarketing** may be used so that Ubon Safari adverts appear on third-party websites. You can adjust these preferences via your Google settings.

For further details, see our **Cookie Policy. (Link)**

5. Marketing Automation & CRM

We may use secure Customer Relationship Management (CRM) and marketing automation platforms to:

- Record and manage enquiries/bookings
- Track website engagement
- Analyse the effectiveness of communications

All third-party providers engaged by us comply with data protection legislation.

6. Data Security

We apply appropriate technical and organisational measures to protect your personal information, including:

- SSL encryption for data transmitted via our website
- Secure servers and firewalls
- Restricted access to personal data, limited to authorised employees only

7. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes set out in this Policy and to comply with legal and regulatory obligations.

- **Booking records:** retained for 7 years (to meet financial and legal obligations).
- **Enquiries without booking:** retained for up to 2 years.

After these periods, data will be securely deleted or anonymised.

8. Legal Bases for Processing (GDPR / UK GDPR)

For customers located in the UK or EEA, we process personal data on the following lawful bases:

- **Contract** – to provide quotations, process bookings, and deliver your safari.
- **Legal obligation** – to comply with tax, accounting, or regulatory requirements.
- **Consent** – where you have opted in to newsletters or marketing.
- **Legitimate interests** – to improve services, personalise marketing, and maintain customer relationships.

9. Your Data Rights

Subject to applicable law (including GDPR / UK GDPR), you may exercise the following rights:

- **Right of Access** – request a copy of personal data we hold about you.
- **Right to Rectification** – request corrections of inaccurate or incomplete data.
- **Right to Erasure** – request deletion of personal data where legally permissible.
- **Right to Restriction** – request limits on how we process your data.
- **Right to Object** – object to certain processing, including direct marketing.
- **Right to Data Portability** – request a machine-readable copy of your data.
- **Right to Withdraw Consent** – where processing is based on consent.

Requests will be responded to in accordance with applicable data protection law.

10. International Data Transfers

Where it is necessary to transfer personal data outside the UK/EEA (for example, to overseas hotels, lodges, or ground handlers), we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or equivalent legal mechanisms.

11. Access to Your Data

Your personal data is stored securely and only accessible to employees of Ubon Safari who require it for legitimate business purposes.

12. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us at:

✉ Email: info@ubonsafari.com

📍 Address: 1276/1278 Greenford Road, Greenford, Middlesex UB6 0HH

☎ Phone: +442031980484

If you are based in the UK or EU and believe your rights have been infringed, you may also lodge a complaint with your local supervisory authority (e.g., the **Information Commissioner's Office (ICO)** in the UK).