

PRIVACY POLICY

LAST UPDATED: 21 JULY 2025

1. Introduction

This Privacy Policy outlines how Offroad Routes & Tours Pty Ltd (“we,” “our,” or “us”) collects, uses, and protects your personal information when you engage with our website, tours, and booking services. By submitting a booking form or communicating with us, you consent to this policy.

2. What We Collect

We collect personal information to process your booking, ensure your safety, and coordinate logistics. This may include:

- Contact details for you and your travel group
- Identification (e.g. ID or passport numbers)
- Tour preferences, dates, and participant details
- Dietary and medical disclosures for safety purposes
- Emergency contact names and relationships
- Vehicle and trailer details
- Off-road experience level and equipment preferences
- Travel insurance status and assistance needs
- Communication preferences and marketing opt-in status

This information may be collected via forms, email, WhatsApp, or phone.

3. How Your Data is Used

Your personal information is used to:

- Process and manage bookings for overlanding routes and accommodations
 - Coordinate logistics, travel support, and permit requirements
 - Ensure health and safety, especially in remote or cross-border travel
 - Share relevant updates, route info, and group communications
 - Respond to emergencies appropriately and efficiently
 - Send news, promotions, or updates if you’ve opted in
 - Fulfill legal, operational, and compliance requirements
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4. Sharing Your Information

We may share necessary information with:

- Accommodation providers, campsite operators, and booking partners
- Emergency responders or insurance agents in safety-related situations
- Service providers (e.g. payment gateways, radio rental agents)

We do not sell or exploit your data. Sharing is always limited to what is required to support your travel or comply with obligations.

5. Photo & Media Consent

By participating in our tours, you acknowledge and consent that photographs and videos may be taken for promotional use (e.g. website or social media). If you prefer not to be included, please notify us at booking or before departure.

6. Cookies & Website Tracking

Our website uses basic tracking and cookies to improve your browsing experience. This helps us remember route preferences, navigate booking forms, and understand general user trends. You can adjust your settings at any time through your browser.

7. Data Protection & Security

We follow the guidelines of the **Protection of Personal Information Act (POPIA)** to safeguard your data:

- All booking information is stored securely
 - Access is limited to authorised personnel
 - Information is never retained longer than necessary
 - Emergency details are used strictly for group safety purposes
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8. Your Rights

You may request to:

- View your personal data
- Correct or update information
- Withdraw consent or request deletion (subject to legal constraints)

To exercise these rights, contact us directly.

9. Contact Us

For privacy queries or requests, please contact:

 **info@offroadtours.co.za**

 **+27 76 979 4312**

 **22 Ruitershoogte Avenue, Vierlanden, Durbanville, South Africa, 7550**
