

E'scape Air Tours Privacy Policy

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Last updated: [DATE]

Not legal advice. This document was drafted to align with South Africa's Protection of Personal Information Act (POPIA) and structured for clarity – it has not been reviewed by an attorney. Have this checked before publishing it live, particularly the sections on data sharing and your named Information Officer, which POPIA requires every business to appoint.

1. Introduction

E'scape Air Tours ("we," "us," "our") is committed to protecting your privacy. This Privacy Policy explains what personal information we collect when you use this website or book a flight with us, why we collect it, how we use and protect it, and what rights you have under the Protection of Personal Information Act, 2013 (POPIA).

By using this website or providing us with your personal information, you agree to the collection and use of information in accordance with this policy. If you do not agree, please do not use this website or provide your information to us.

2. Information We Collect

We may collect the following types of information:

Information you give us directly, such as when you make an enquiry or booking:

- Full name
- Email address
- Phone number
- [ADDITIONAL FIELDS COLLECTED – e.g., passport/ID number if required for flight manifests, physical address, payment details, passenger weight, medical information relevant to fitness to fly]

Information collected automatically when you visit the website:

- IP address
- Browser and device type
- Pages visited and time spent on the site
- Cookies and similar tracking technologies (see Section 4)

We collect personal information only for the purposes described in this policy, and only what is reasonably necessary for those purposes, in line with POPIA's principle of purpose limitation.

3. How We Use Your Information

We use the information we collect to:

- *Process and confirm your booking*
- *Communicate with you about your flight (confirmations, changes, weather-related updates)*
- *Meet legal and safety requirements, including passenger manifest obligations under Civil Aviation Regulations*
- *Respond to enquiries and provide customer support*
- *[MARKETING – e.g., "Send you promotional offers or newsletters, where you have opted in to receive these." Confirm whether this applies and remove if not.]*
- *Improve this website and our services*
- *Comply with legal obligations*

We do not use your personal information for any purpose other than those stated here without obtaining your consent first.

4. Cookies

This website uses cookies and similar technologies to help it function and to understand how visitors use the site.

- **Essential cookies** *are required for the website to work properly and cannot be switched off.*
- **Analytics cookies** *[e.g., Google Analytics – CONFIRM WHAT'S ACTUALLY IN USE] help us understand how visitors interact with the site.*
- **[ANY OTHER TOOLS – e.g., marketing/retargeting pixels, booking widget cookies – list what's actually in use.]**

In line with POPIA, non-essential cookies are only set once you have given your consent via the cookie banner on this website. You can withdraw or manage your consent at any time through your browser settings or the cookie preferences tool on this site.

[CONFIRM A COOKIE CONSENT BANNER IS/WILL BE IMPLEMENTED – this is a compliance requirement, not optional, if you use non-essential cookies.]

5. Sharing Your Information

We do not sell your personal information to third parties.

We may share your information with:

- **Service providers** who help us operate the business, such as *[PAYMENT PROCESSOR NAME]*, *[BOOKING PLATFORM NAME, if applicable]*, and *[EMAIL/HOSTING PROVIDER, if applicable]*
- **Regulatory or civil aviation authorities**, where required for flight manifests or safety compliance (e.g., SACAA)
- **Law enforcement or legal authorities**, where required by law

Any third party we share information with is required to protect it and use it only for the purpose it was shared for.

[CONFIRM: does the site use a third-party booking or payment platform? Their name needs to be listed here specifically, along with a note that their own privacy policy also applies.]

6. Data Storage and Security

*We take reasonable technical and organisational measures to protect your personal information against loss, unauthorised access, alteration, or disclosure. This includes *[SECURITY MEASURES IN PLACE – e.g., secure hosting, restricted access, encrypted connections]*.*

*We retain your personal information only for as long as necessary to fulfil the purposes described in this policy, or as required by law (for example, aviation record-keeping requirements). *[RETENTION PERIOD, if known – e.g., "Booking records are retained for X years."]**

In the unlikely event of a data breach affecting your personal information, we will notify you and the Information Regulator as required by POPIA.

7. Your Rights

Under POPIA, you have the right to:

- *Be informed that we hold your personal information*
- *Access the personal information we hold about you*
- *Request correction of inaccurate or outdated information*
- *Request deletion of your personal information, subject to legal retention requirements*
- *Object to the processing of your personal information*
- *Withdraw consent at any time, where processing is based on consent*
- *Lodge a complaint with the Information Regulator of South Africa if you believe your rights have been infringed*

To exercise any of these rights, contact us using the details in Section 9.

Information Regulator (South Africa) Website: justice.gov.za/inforeg Email: complaints.IR@justice.gov.za

8. Children's Information

This website is not directed at children, and we do not knowingly collect personal information from children without the consent of a parent or guardian, in accordance with POPIA. If you believe a child has provided us with personal information without appropriate consent, please contact us so we can remove it.

9. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be posted on this page with a revised "last updated" date. We encourage you to review this page periodically.

10. Contact Us / Information Officer

If you have questions about this Privacy Policy or wish to exercise your rights under POPIA, contact our Information Officer:

Name: [INFORMATION OFFICER NAME] **Email:** [INFORMATION OFFICER EMAIL] **Phone:** [CONTACT PHONE] **Address:** [PHYSICAL ADDRESS]

Every business processing personal information in South Africa is required by POPIA to appoint and register an Information Officer with the Information Regulator. This must be a real, named contact – not a generic inbox.