

Privacy Policy

Pride of Africa Adventures & Safaris

Last updated: July 24, 2026

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Effective Date: July 24, 2026 Last Updated: July 24, 2026

Privacy Policy for Pride of Africa Adventures & Safaris Limited

At Pride of Africa Adventures & Safaris Limited, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, store, and safeguard your information when you visit our website, book a safari, contact us, or use any of our services.

By using our website, you agree to the practices described in this Privacy Policy.

1. Who We Are

Pride of Africa Adventures & Safaris Limited is a licensed East African tour operator specializing in tailor-made safaris, wildlife adventures, beach holidays, cultural experiences, and luxury travel across Kenya, Tanzania, Uganda, Rwanda, Zanzibar, Ethiopia, and other African destinations.

Our website:

<https://www.prideofafricaadventures.com>

For any privacy-related inquiries, please contact us using the details provided at the end of this policy.

2. Information We Collect

We may collect the following categories of information:

Personal Information

- Full name
- Email address
- Phone number
- Country of residence
- Travel preferences
- Number of travelers
- Preferred travel dates
- Destination interests
- Budget information
- Passport details (only where necessary for bookings)
- Emergency contact information (when required)

Booking Information

When you request a quotation or book a safari, we may collect:

- Safari itinerary selections
- Accommodation preferences
- Flight information
- Dietary requirements
- Medical or accessibility requirements you voluntarily provide
- Special requests

Payment Information

Payments may be processed through secure third-party payment providers. We do not store complete credit or debit card information on our servers.

Automatically Collected Information

When you browse our website, we may automatically collect:

- IP address
- Browser type
- Device type
- Operating system
- Language settings
- Pages visited
- Referring website
- Date and time of visit
- Session duration
- Clickstream data

3. How We Use Your Information

We use your information to:

- Respond to inquiries
- Prepare customized safari quotations
- Process bookings
- Confirm reservations
- Arrange accommodation and transportation
- Communicate before, during, and after your trip
- Improve customer service
- Personalize your website experience
- Process payments
- Send booking confirmations
- Provide travel updates
- Improve our website and services
- Conduct analytics
- Prevent fraud and unauthorized activity

- Meet legal and regulatory obligations

Where you have given consent, we may also send newsletters, promotional offers, travel inspiration, and company updates. You may unsubscribe at any time.

4. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to improve your browsing experience.

Cookies help us:

- Remember your preferences
- Improve website functionality
- Analyze website traffic
- Measure marketing performance
- Enhance website security

We may use:

- Essential Cookies
- Functional Cookies
- Performance Cookies
- Analytics Cookies
- Marketing Cookies

You may disable cookies through your browser settings, although some features of our website may not function correctly.

5. Analytics and Marketing Technologies

We may use trusted third-party services including:

- Google Analytics
- Google Tag Manager
- Google Ads Conversion Tracking
- Meta (Facebook) Pixel
- Microsoft Clarity
- LinkedIn Insight Tag
- Other analytics and marketing platforms as required

These services help us understand visitor behavior, improve user experience, and measure the effectiveness of our marketing campaigns.

6. How We Share Your Information

We do not sell or rent your personal information.

We may share your information only when necessary with:

- Hotels and lodges

- Safari camps
- National parks and conservation authorities
- Transportation providers
- Airlines
- Payment service providers
- Professional advisers
- Government authorities where legally required
- Technology providers supporting our website and booking systems

Each service provider is expected to protect your information in accordance with applicable privacy laws.

7. International Data Transfers

As we serve travelers from around the world, your information may be processed in countries outside your country of residence.

Where such transfers occur, we take reasonable steps to ensure appropriate safeguards are in place to protect your personal information.

8. Data Security

We implement appropriate technical and organizational measures to protect your information against:

- Unauthorized access
- Loss
- Misuse
- Alteration
- Disclosure
- Destruction

These measures include secure hosting, encrypted connections (HTTPS), restricted administrative access, firewalls, malware protection, and regular security updates.

While we strive to protect your information, no method of transmission over the Internet is completely secure.

9. Data Retention

We retain personal information only for as long as necessary to:

- Deliver our services
- Meet legal obligations
- Resolve disputes
- Maintain financial records
- Improve customer service

When information is no longer required, it is securely deleted or anonymized where appropriate.

10. Your Privacy Rights

Depending on your location and applicable laws, you may have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Restrict processing
- Object to processing
- Withdraw consent
- Request a copy of your personal data
- Lodge a complaint with a relevant data protection authority

Requests may be submitted using the contact information below.

11. Children's Privacy

Our services are not directed to children under the age of 16 without the involvement of a parent or legal guardian.

We do not knowingly collect personal information from children without appropriate consent.

12. Third-Party Websites

Our website may contain links to third-party websites, including accommodation providers, tourism organizations, payment processors, and social media platforms.

We are not responsible for the privacy practices or content of those websites.

We encourage you to review their respective privacy policies before providing personal information.

13. Social Media

If you interact with us through social media platforms such as Facebook, Instagram, LinkedIn, YouTube, TikTok, or X (formerly Twitter), your interactions are also governed by the privacy policies of those platforms.

14. Your Choices

You may:

- Unsubscribe from marketing emails at any time.
- Disable cookies through your browser settings.
- Request deletion of your information where legally permissible.
- Update your personal information by contacting us.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, legal requirements, or business practices.

The updated version will always be published on this page with a revised "Last Updated" date.

16. Contact Us

If you have any questions about this Privacy Policy or how we process your personal information, please contact us.

Pride of Africa Adventures & Safaris Limited

Website: <https://www.prideofafricaadventures.com>

Email: info@prideofafricaadventures.com

Phone: +254 704 532 105

WhatsApp: +254 704 532 105

Business Hours:

Monday – Friday: 8:00 AM – 6:00 PM (EAT)

Saturday: 8:00 AM – 4:00 PM (EAT)

Sunday & Public Holidays: By Appointment

Your Trust Matters

Protecting your privacy is fundamental to how we do business. We are committed to handling your personal information responsibly, securely, and transparently while helping you experience the very best of Africa.