

OUR DATA PRIVACY POLICY

PERSONAL INFORMATION COLLECTION STATEMENT

The safety of your personal data is important to us, and it is treated with the greatest of respect.

Personal data collected by us is collected for the main purpose of providing you with information and services related to the travel products that we offer, for making reservations for you and your party, for us to execute arrangements for you, for keeping our records, and for ensuring that arrangements are properly supplied to you.

We do not disclose or transfer your data to any other party, except as is required for us to assist you with information and provide you with our services, e.g. to share your details with our suppliers and service providers in the process of making enquiries, bookings and arrangements for your and your party. In relation to the provision of the above services to you we may use your data to keep you informed and updated or for our own direct marketing purposes, for which we require your consent, but we will not transfer your data to any third parties for direct marketing purposes.

We will take your completing of this form and sending it to us as you giving us your consent to use your data as described, unless you object to the proposed use of your data, in which case either notify us of such, or do not give us your personal data.

It is voluntary for you to provide us with any of your details, which we have requested. However, should you not wish to provide us with some of your details, we may be unable to offer you any or all of our services.

You have the right to request access to and correction of your personal data. Any data access or correction requests should made to the office manager at our reservations office during office hours, on (852) 3618 6528 or at enquiries@robertmarksafaris.com.

OUR PRIVACY POLICY STATEMENT

PRINCIPLES OF OUR DATA PRIVACY POLICY

Robert Mark Safaris Limited is a company registered in Hong Kong, and our data privacy policy is in accordance with the Personal Data (Privacy) Ordinance of Hong Kong.

At Robert Mark, we follow six data protection principles:

- 1) Personal data shall be collected for a purpose directly related to a function and activity of our business; and we collect data in a lawful and fair manner and data subjects shall be informed of the purpose for which the data are collected and to be used.
- 2) We will take all practical steps to ensure the accuracy of personal data and data shall be deleted upon fulfillment of the purpose for which the data are used.
- 3) Personal data collected shall be used for the purpose for which they were originally collected or a directly related purpose, unless the data provider has given prior consent,
- 4) All practicable steps shall be taken to ensure that personal data are protected against unauthorized or accidental access, processing or erasure.
- 5) We will formulate and provide a policy and practice in relation to personal data.
- 6) Individuals have rights of access to and correction of their personal data. We will comply with data access or data correction request within a reasonable time, unless reasons for rejection are applicable.

STATEMENT OF DATA PRIVACY POLICY

The protection of privacy in relation to personal data is the concern of every person at Robert Mark Safaris. We respect personal data privacy and are committed to implementing the data protection principles and all relevant provisions under the Personal Data (Privacy) Ordinance ("the Ordinance"). The management of Robert Mark Safaris monitors compliance with the Ordinance within Robert Mark Safaris.

When we collect personal data from individuals, we will provide them with a Personal Information Collection Statement ("PICS") on or before the collection in an appropriate format and manner (normally in the same paper form or web page that collects the personal data, or otherwise by other written means.)

STATEMENT OF PRACTISE

Kinds of Personal Data Held

Robert Mark Safaris holds five broad categories of personal data. They are personal data contained in:

Records of customers and travelers personal information, which includes all personal details that we require and that are furnished to us by our customers or potential customers as data subjects;

Complaint and investigation records, which include records containing information supplied by data providers and ourselves, and collected in connection with complaints;

Personnel records, which include Robert Mark staff personal details, job particulars, details of payments and salaries, benefits, leave and training records, group medical and dental insurance records, mandatory provident schemes participation, performance appraisals, and disciplinary matters, as well as details related to job applications;

Other records, which include but are not limited to administration and operational files, personal data provided to Robert Mark from individuals for participating in promotional activities, newsletters subscriptions, data relating to consultancy services, matching procedure applications.

Records collected on web servers, which include email addresses collected for newsletter subscription.

Main Purposes of keeping Personal Data

Personal data held in:

Records of customer and travelers personal information are kept in order for us to go about our business, to keep you informed of the products that we offer, propose travel destinations and itineraries to you, and make all the arrangements required for your holiday, to provide support for your holiday before, during and after it has taken place, and to keep historic records.

Complaint and investigation records are kept for the purposes of responding to and taking action on any complaints, investigations about our service or produce delivery, and any enforcement of such delivery.

Personnel records of employees are kept for recruitment and human resource management purposes, relating to matters such as the employees' appointment, benefits, termination, performance appraisals, etc.

Other records are kept for various purposes which vary according to the nature of the record, such as administration of office functions and activities, organizing and delivering promotional and training activities, acquisition of services, subscription of publications, and public enquiries, etc.

Records collected on web servers are kept for the purpose of sending newsletters to subscribers registered through the websites, marketing our product and service, as well as for individual contacting of data providers related to our business.

Information collected when you visit our websites

Use of cookies - When you browse our website, cookies will be stored in your computer's hard drive. The purpose of using these cookies is to facilitate the successful redirection to the correct page upon your clicking on the changing pages. We will not collect or store personal data from you under this circumstance. You have a choice not to accept the cookies, but if you do, some functionality, i.e. short-listing of preferred choices may not function correctly or be available.

Protection measures

Robert Mark takes appropriate steps to protect the personal data we hold against loss, unauthorized access, use, modification, disclosure or erasure.

Retention

Robert Mark maintains and executes retention policies of records containing personal data to ensure personal data is not kept longer than is necessary for the fulfillment of the purpose for which the data is or is to be used. Different retention periods apply to the various kinds of personal data collected and held by Robert Mark in accordance with policies in administration manuals.

Disclosure of personal data

The personal data collected from you is used only for purposes directly related to our business in the provision of travel consulting and services to you. Please note and accept that in so doing, such personal data may be transferred to parties or suppliers who will be contacted by us in relation to the provision of the services or accommodations that we offer. The personal data collected by Robert Mark in the delivery of its services may be disclosed to companies who are required to receive information for the provision of services relating to your enquiry, your holiday, our business, and the arrangements that we make for you.

DATA PRIVACY NOTICE

When you provide personal data and other information to us, please make sure that the information is accurate and complete. If you do not provide us with the information required, or the information is inaccurate or incomplete, our ability to provide our services to you may be affected, and we therefore reserve the right to refuse to be of service to you, and to claim damages from you should we sustain any as a result of incomplete or inaccurate information supplied to us by you.

If you require access to and/or need to correct your personal data, you may do so under the Personal Data (Privacy) ordinance. Please contact our office during office hours as soon as you are made aware of the need to do so.