



## RUKIYA PRIVACY & POPIA POLICY

### INTRODUCTION

At Rukiya Lodge, your privacy matters to us as much as your comfort during your stay. This Privacy & POPIA Policy explains how we collect, use, disclose, and protect your personal information when you visit our website, make an enquiry, or book accommodation with us.

By using our website, you consent to the collection and use of your personal information in accordance with this policy and the Protection of Personal Information Act (POPIA) No. 4 of 2013.

We also align with international standards such as the General Data Protection Regulation (GDPR) for our international guests.

### PERSONAL INFORMATION WE COLLECT

When you engage with our lodge—online, by email, or over the phone—we may collect the following personal information:

- Full name and surname
- Email address
- Contact telephone number
- Nationality or country of residence
- Travel or booking details (dates, guest numbers, preferences)
- IP address and browser information for security and analytics purposes

We collect only what is necessary to deliver our services, confirm reservations, and improve your experience.

### HOW WE COLLECT YOUR INFORMATION

We collect your personal information through the following methods:

- **Contact forms:** When you submit an enquiry or booking request on our website.
- **Newsletter subscription:** When you sign up to receive lodge news or special offers.
- **Registration or member login:** If applicable, when you register an account or log in.
- **Automated analytics tools:** Such as Google Analytics, which capture anonymised website usage data.
- **Comments or reviews:** When you leave a comment, we may capture your IP address to help detect spam.

If you upload photographs or other media, please ensure they do not include embedded location data (EXIF GPS), as this could reveal your location to other users.

### PURPOSE OF COLLECTING PERSONAL INFORMATION

Your personal information is used for the following purposes:

- To process and confirm bookings or reservations
- To respond to enquiries and provide requested information
- To send updates, promotions, or newsletters (only if you have opted in)
- To analyse website traffic and improve content and user experience
- To comply with applicable laws and regulatory requirements

We do not sell or lease your personal information to any third parties.



## MANAGING AND USE OF COOKIES & TRACKING TECHNOLOGIES

Our website uses cookies to enhance your browsing experience.

Cookies are small text files stored on your device to help remember your preferences, improve navigation, and analyse site performance.

We use:

- Essential cookies to enable core functions such as bookings and secure logins.
- Preference cookies to remember your chosen language or region.
- Analytics cookies to understand how visitors use our website.
- Marketing cookies to display relevant content or lodge promotions.

You can manage or disable cookies in your browser settings at any time.

Please refer to our separate Cookie Policy for detailed information.

## SHARING OF PERSONAL INFORMATION

We keep your personal information strictly confidential. It may only be shared with:

- Authorised service providers who assist with bookings, hosting, or marketing and are bound by confidentiality agreements; and
- Regulatory or legal authorities, where disclosure is required by law.

We will never sell, rent, or disclose your personal data to unrelated third parties.

## DATA RETENTION

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

- Fulfil the purposes described in this policy,
- Comply with accounting or legal obligations, or
- Resolve any disputes.

Once your data is no longer needed, it will be securely deleted or anonymised

## DATA BREACH RESPONSE

In the unlikely event of a data breach, Rukiya Camp will immediately investigate and take reasonable steps to identify, contain, and mitigate the breach.

We will notify the Information Regulator of South Africa and any affected individuals as required by sections 22–23 of POPIA. Our notification will include:

- A description of the breach,
- Possible consequences, and
- The measures taken to address or prevent further incidents.



## RUKIYA PRIVACY & POPIA POLICY

### HOW WE PROTECT YOUR INFORMATION

We implement appropriate technical and organisational safeguards to keep your personal data secure, including:

- Encrypted data transmission (SSL certificates)
- Access-controlled storage and password protection
- Confidentiality agreements and staff training
- Regular monitoring and security updates

### YOUR RIGHTS UNDER POPIA AND GDPR

You have the right to:

- Access the personal information we hold about you
- Request corrections to inaccurate or outdated data
- Withdraw consent for optional communications
- Request deletion of your information (where legally permissible)
- Object to certain processing activities, such as direct marketing

To exercise these rights, please contact our Information Officer at [admin@rukiyacamp.com](mailto:admin@rukiyacamp.com). We will respond within a reasonable time as required by law.

### COMMENTS AND EMBEDDED CONTENT

When visitors leave comments on our site, we collect the data shown in the comment form along with the visitor's IP address and browser user-agent string for spam detection.

Articles may contain embedded content (for example, videos or booking widgets) from third-party websites.

Embedded content behaves exactly as if you had visited those websites directly; they may collect data and use cookies according to their own privacy policies.

### INTERNATIONAL GUESTS

If you are visiting our website from outside South Africa, please note that your personal data may be transferred to and processed within South Africa.

We ensure that adequate safeguards are in place to protect your information in accordance with applicable data-protection laws.

### UPDATES TO THIS POLICY

This Privacy & POPIA Policy may be updated periodically to reflect operational, legal, or regulatory changes. The latest version will always be available on this page with the most recent "Last Updated" date shown above.

### CONTACT US

If you have questions or concerns regarding this policy or the handling of your personal information, please contact us:

Rukiya Camp

Tel: +27 (0)81 068 5591

Email: [admin@rukiyacamp.com](mailto:admin@rukiyacamp.com)

Website: [www.rukiyacamp.com](http://www.rukiyacamp.com)