



## Data Policy

### 1. Purpose

This Data Policy establishes guidelines for the collection, use, storage, protection, and sharing of data by **CountrySide Safari Agency**. The policy ensures that all customer, partner, and operational data are handled responsibly, securely, and in compliance with applicable laws, including the **Ghana Data Protection Act**.

The policy supports the company's mission of providing reliable travel, tour, and logistics services while protecting the privacy and rights of clients, partners, and employees.

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### 2. Scope

This policy applies to:

- All employees and management of CountrySide Safari Agency
- Contractors, consultants, and partners handling company data
- All data collected through the company's operations, including its website, booking platforms, email, phone, and WhatsApp channels

It covers data related to customers, suppliers, travel partners, and internal business operations.

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### 3. Types of Data Collected

To provide travel and tourism services effectively, the company may collect and process the following categories of data:

#### Customer Information

- Full name
- Contact details (phone number, email address)
- Passport or identification details when required for travel bookings
- Travel itineraries and booking history
- Payment and billing information

#### Business and Partner Information

- Hotel and lodge contacts
- Airline partnership information
- Car rental partner information
- Corporate client details

## Operational Data

- Booking records
  - Customer feedback and reviews
  - Website usage analytics
  - Internal financial and operational records
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## 4. Purpose of Data Use

Countryside Safari Agency will use collected data strictly for legitimate business purposes, including:

- Processing flight, hotel, and tour bookings
- Coordinating car rentals and travel logistics
- Communicating with customers about bookings or travel updates
- Providing customer support and emergency travel assistance
- Managing partnerships with airlines, hotels, and transport providers
- Improving services, marketing strategies, and customer experience
- Meeting legal and regulatory obligations

Customer data will **never be sold to third parties**.

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## 5. Data Storage and Security

The company will implement reasonable technical and organizational safeguards to protect data against loss, misuse, or unauthorized access. These measures include:

- Secure password-protected booking systems
- Restricted access to sensitive data by authorized staff only
- Secure storage of digital records on protected systems or cloud platforms
- Safe handling and storage of physical documents

Where third-party booking systems or payment processors are used, the company will ensure they maintain appropriate security standards.

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## 6. Data Sharing

Customer or partner data may only be shared with trusted third parties when necessary to deliver services. These may include:

- Airlines for flight bookings
- Hotels and lodges for accommodation reservations
- Car rental partners and tour guides

- Payment processing providers
- Government or regulatory authorities where legally required

All partners receiving such data must use it solely for the intended travel service.

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## **7. Data Retention**

Data will be retained only for as long as necessary to fulfill operational, legal, and financial obligations.

Typical retention periods include:

- Booking and financial records retained for accounting and regulatory compliance
  - Customer contact information retained for service follow-up and repeat bookings
  - Data securely deleted or anonymized when no longer required
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## **8. Customer Rights**

Customers whose data is collected by Countryside Safari Agency have the right to:

- Request access to their personal data
- Request correction of inaccurate data
- Request deletion of their personal data where appropriate
- Withdraw consent for marketing communications

Requests can be made through the company's official communication channels.

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## **9. Employee Responsibilities**

All staff must:

- Handle customer and company data confidentially
- Use data only for legitimate business purposes
- Protect login credentials and system access
- Immediately report suspected data breaches or misuse

Failure to comply with this policy may result in disciplinary action.

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## **10. Policy Review**

This policy will be reviewed periodically to ensure compliance with legal requirements, technological changes, and business growth. Updates may be issued as the company expands its services or digital platforms.