

Purposes for which we will use your Personal Data

Data subject	Purpose of processing / activity	Type of data	Legal basis for processing the data	Retention period
Prospective guest	Providing a quote and/or requested information	(a) Identity (b) Contact	Necessary in order to take steps at the request of the prospective guest prior to entering into a contract with them.	5 years from quote unless prospective guest still wants to hear from us.
Guest who books trip with us direct	Making the reservation and performance of contract for services, including: (a) making arrangements for the trip; (b) managing payments, fees and charges; (c) collecting and recovering money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Special Categories of Personal Data	(a) Necessary to fulfil our contractual obligations to the guest (b) Necessary for our legitimate interests (to recover debts due to us and to collect passport details, where there may not be a legal requirement to do so) (c) Legal requirement (to collect passport details and to share Personal Data with government authorities in the United States, United Kingdom, Australia, New Zealand, Canada and India and in other countries, such as those responsible for immigration, border control, security and anti-terrorism) (d) Guest's explicit consent (to process health information and any other sensitive Personal Data, if applicable)	7 years after return from trip unless the guest still wants to hear from us.

<p>Guest who books trip via a travel agent</p>	<p>Making the reservation and performance of contract for services, including making arrangements for the trip.</p>	<p>(a) Identity (b) Contact (c) Special Categories of Personal Data</p>	<p>(a) Necessary for the traveler’s legitimate interests (to provide the trip for them) (b) Necessary for our legitimate interests (to collect passport details, where there may not be a legal obligation to do so). (c) Legal requirement (to collect passport details and to share Personal Data with government authorities in the United States, United Kingdom, Australia, New Zealand, Canada and India and in other countries, such as those responsible for immigration, border control, security and anti-terrorism) (d) Guest’s explicit consent (to process health information and other sensitive Personal Data, if applicable)</p>	<p>7 years after return from trip unless the guest still wants to hear from us.</p>
<p>Other traveler(s) on a trip</p>	<p>Performance of contract for services, including making arrangements for the trip.</p>	<p>(a) Identity (b) Contact (c) Special Categories of Personal Data</p>	<p>(a) Necessary for the traveler’s legitimate interests (to provide the trip for them) (b) Legal requirement (to collect passport details government bodies and to share Personal Data with government authorities in the United States, United Kingdom, Australia, New Zealand, Canada and India and in other countries, such as those responsible for immigration, border control, security and antiterrorism) (c) Traveler’s explicit consent (to process health information and other sensitive Personal Data, if applicable)</p>	<p>7 years after return from trip unless traveler still wants to hear from us.</p>

Guest and other traveler(s) emergency contact / next of kin	Processing of emergency contact / next of kin information	(a) Identity (b) Contact	(a) Necessary for the guest's or other travelers' legitimate interests (so that you have an appropriate contact in the case of an emergency) (b) Necessary to protect the vital interests of the guest and/or other travelers	Destroyed after return from trip
Guest	To manage our relationship with you which will include: (a) Notifying you about changes to our terms or Privacy Policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile Marketing and Communications	(a) Necessary to fulfil our contractual obligations to the guest (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how guests use our services)	7 years after return from trip unless guest still wants to hear from us.
Guest	To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Necessary to fulfil our contractual obligations to the guest (b) Necessary for our legitimate interests (to study how guests use our products/services, to develop them and grow our business)	7 years after return from trip unless guest still wants to hear from us.
Prospective Guests	Sending direct marketing communications about products and services which may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage Profile	Prospective Guest's consent	5 years after first contact unless prospective guest still wants to hear from us.

<p>Guests</p>	<p>Sending direct marketing communications about products and services which may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile</p>	<p>Guest's consent</p>	<p>7 years after latest purchase unless guest still wants to hear from us.</p>
<p>Visitor to our Website</p>	<p>To administer and protect our business and our Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise) (b) Necessary to comply with a legal obligation</p>	<p>3 years after your last visit of our Website</p>
<p>Visitors to our Website / Guests</p>	<p>To deliver relevant Website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to effectiveness of the advertising we serve to you</p>	<p>(a) Profile (b) Usage (c) Marketing and Communications (d) Technical</p>	<p>Necessary for our legitimate interests (to study how guests use our services, to develop them, to grow our business and to inform our marketing strategy)</p>	<p>3 years after your last visit of our Website</p>

Visitors to our Website / Guests	To use data analytics (including segmentation and propensity score modelling) to improve our Website, services, marketing, guest relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of guests for our services, to keep our Website updated and relevant, to develop our business and to inform our marketing strategy)	3 years after your last visit of our website
Visitors to our Website / Guests or prospects	Complete a sales inquiry form; request a quote, expert request etc.	(c) Identity (d) Contact (e) Technical (f) Usage (g) Profile	Guest's and prospective guest's consent	5 years after first contact unless guest or prospective guest still wants to hear from us.
Job Applicants via our Website	To enable us to make employment and hiring decisions (job applications, resumes)	(a) Identity (b) Contact (c) Employment	Necessary for our legitimate interests (so that we can make an informed decisions pertaining to employment and hiring)	1 year from the hiring date or rejection date