



PRIVACY POLICY

POPIA & GDPR

Website: www.parsonshilltop.com

Info and reservations: reservations@parsonshilltop.com

Reservations: [+27 61 548 6483](tel:+27615486483)

PARSONS HILLTOP SAFARI CAMP (PTY) LTD

(Sister company of Parsons Lodges (Pty) Ltd)

Parsons Hilltop Safari camp

Parsons House

Parsons River Camp

Owners/ Directors: Mirjam Busink and Robert Hattingh

Privacy Policy

1. Introduction

Parsons Hilltop Safari Camp ("we," "our," "us") respects your privacy and is committed to protecting your personal data. This privacy policy informs you how we look after your personal data when you visit our website, book a stay at our lodge, or interact with us as a trade partner. It outlines your privacy rights under the South African Protection of Personal Information Act (POPIA) and the European Union General Data Protection Regulation (GDPR).

2. The Data We Collect About You

We collect, use, and store different kinds of personal data about our guests, including:

- Identity Data: Full names, passport numbers, nationalities, and dates of birth (required for nature reserve entry gate compliance and check-in).
- Contact Data: Email addresses, telephone numbers, and physical addresses.
- Stay Preferences: Your preferences for your stay with us.
- Financial Data: All card payments are processed by NightsBridge PayBridge, our secure and protected payment facilitator. We do not handle or store your payment card details directly.
- Special Category Data: Health and medical information (for emergency medical evacuation purposes) and dietary requirements or allergies.

3. How We Use Your Personal Data

We will only use your personal data for lawful purposes, specifically:

- To process and confirm your accommodation bookings.
- To ensure guest safety, provide guided game drives, and cater to your dietary/medical needs.
- To manage access control at the main Parsons Nature Reserve gate.
- To comply with South African hospitality, tax, and company laws.
- To occasionally send you news from Parsons, such as anniversaries, special offers or the opening of a new property. Every message includes an easy way to unsubscribe.

4. Data Sharing and Third Parties

We do not sell your data and we never share it with other companies for their marketing. We only share necessary guest details with trusted third parties to facilitate your safari stay:

- Property Management Systems: NightsBridge, to process and manage bookings securely.
- Payments: NightsBridge PayBridge, our protected payment facilitator, processes all card payments. We do not handle card payments directly.
- Reserve Operations: Main gate security personnel at Parsons Nature Reserve to grant vehicle entry.
- Service Providers: Local transfer/charter companies and emergency medical response teams, if required for your safety.

5. International Data Transfers

As a South African company welcoming international guests, data collected from European citizens is transferred to and securely stored on servers within South Africa. We ensure appropriate safeguards are maintained to protect this data to GDPR equivalents.

6. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, altered, or accessed in an unauthorized way. Our guest database is kept in NightsBridge, and access is strictly limited to our hosts and management.

Your rights

7. Data Retention

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or statutory reporting requirements.

8. Your Legal Rights

Under POPIA and GDPR, you have the right to:

- Request access to your personal data.
- Request correction of any incomplete or inaccurate data we hold about you.
- Request erasure of your personal data once your stay is complete and statutory tax retention periods have passed.
- Object to processing or withdraw consent at any time.
- Unsubscribe from our news and marketing messages at any time, free of charge.
- Guests covered by the EU General Data Protection Regulation (GDPR) may also request a copy of their personal data under Article 15 GDPR. Such requests are free of charge and answered within one month.

Cookies and contact

9. Cookies and Our Website

Our website uses cookies: small files stored on your device when you visit. Cookies that are essential for the website, our NightsBridge booking engine and secure payments are always active. All other cookies are only placed if you accept them in the cookie banner on our website. We use the following types of cookies:

- Essential cookies: needed for the website, bookings and payments to work. Always active.
- Analytics cookies: help us understand how visitors use our website. Only with your consent.
- Social media and embedded content cookies: placed by embedded videos, maps or social media feeds. Only with your consent.

9.1 Your cookie choices

You can accept or reject non-essential cookies in the cookie banner, and change your choice at any time through the cookie settings on our website or in your browser. Rejecting cookies does not affect your ability to book with us.

10. Contact Details

If you have any questions about this privacy policy or our data protection practices, please contact us:

Company Name: Parsons Hilltop Safari Camp (Pty) Ltd

Information Officer: Maria H Busink

Email Address: reservations@parsonshilltop.com

Contact Number: +27 61 548 6483

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