

Privacy Policy

Last updated: October 2026

This policy explains how Yera Journeys, a business name registered in Tanzania with BRELA and based in Arusha ("Yera", "we"), handles personal data when you visit yerajourneys.com, send an enquiry, or book a trip with us. We handle personal data in line with Tanzania's Personal Data Protection Act, 2022.

01 What we collect

- **Contact details:** name, email address, phone or WhatsApp number, country of residence.
- **Trip details:** travel dates, group size, ages of children, interests, budget range, and the messages you send us.
- **Booking details:** passport details, nationality, residency status, arrival and departure flights, emergency contact, and travel insurance details.
- Health and dietary information you choose to share so that we can plan safely, such as allergies, mobility needs or medical conditions.
- **Payment records:** the amount, date and method of payment. We do not store full card numbers.
- **Website usage:** pages visited, approximate location, device and browser type, collected through cookies and analytics.

02 How we collect it

We collect data when you fill in an enquiry form, message us on WhatsApp, use our live chat, email or call us, complete a booking form, or browse the website. Travel agents and partners may also send us your details when they book on your behalf.

03 Why we use it

- To reply to your enquiry and prepare a quote.
- To book lodges, flights, park entry, permits, transfers and activities for your trip.
- To keep you safe during the trip and to act in an emergency.
- To take payment and keep the financial records the law requires.
- To meet legal requirements from tax, immigration and park authorities.
- To understand how the website is used and improve it.
- To send you travel updates or offers, only if you have asked for them. You can unsubscribe at any time.

We rely on your consent, on the steps needed to deliver the trip you have booked, on our legal obligations, and on our legitimate interest in running and improving our business.

04 Who we share it with

We share only what each party needs to do its part:

- Lodges, camps, airlines, transfer companies, guides and activity providers who deliver your trip.
- Park and government authorities, where permits, park entry or immigration rules require it.
- Banks and payment providers who process your payment.
- Medical and evacuation services in an emergency.
- The travel agent who booked your trip, if you booked through one.
- Authorities, where the law requires us to disclose information.

We do not sell your personal data, and we do not share it with other companies for their own marketing.

05 Service providers we use

These companies process data for us under their own privacy terms:

Provider	What it does
Google Analytics	Measures website visits
Formspree	Delivers enquiry form submissions to us
Crisp	Live chat on the website
WhatsApp Business	Messages between you and our team
Google Workspace (Gmail)	Email
Vercel and Cloudflare	Website hosting, security and delivery
Sanity	Stores website content

06 Cookies and analytics

The website uses essential cookies that keep it working, and analytics cookies that show us which pages are visited. You can block or delete cookies in your browser settings. The website will still work, though the live chat may not.

07 Transfers outside Tanzania

Some of our service providers and suppliers store data on servers outside Tanzania. When data is transferred abroad, we take reasonable steps to make sure it is protected to a standard comparable to this policy.

08 How long we keep it

- Enquiries that do not become bookings: up to 24 months.
- Booking and payment records: 7 years, to meet tax and accounting requirements.
- Passport, health and dietary details: deleted within 12 months after your trip ends, unless the law requires longer.
- Marketing contacts: until you unsubscribe.

09 Your rights

You can ask us to:

- Tell you what personal data we hold about you and give you a copy.
- Correct data that is wrong or out of date.
- Delete your data, where we have no legal reason to keep it.
- Stop or limit how we use your data, including for marketing.
- Withdraw consent you have given.

Write to info@yerajourneys.com and we will respond within 30 days. If you are not satisfied with our response, you may complain to Tanzania's Personal Data Protection Commission. Guests in the European Union or the United Kingdom also have the rights given by the data protection law of their country.

10 Security

We limit access to personal data to the team members and suppliers who need it, use password-protected systems and encrypted connections, and review what we hold. No system is completely secure. If a breach affects your data, we will tell you and the relevant authority as the law requires.

11 Children

We collect children's details only from a parent or guardian, and only to plan and deliver a family trip. The website is not intended for use by children on their own.

12 Photography

We will not use photos or videos of guests in our marketing without consent. Our Terms & Conditions apply to all bookings.

13 Links to other websites

Our website links to other sites, such as review platforms and partner lodges. Their privacy practices are their own, and this policy does not cover them.

14 Changes to this policy

We may update this policy from time to time. The date at the top shows the latest version. Significant changes will be shown on this page.

15 Contact

Yera Journeys, Arusha, Tanzania · info@yerajourneys.com