

MODEL PRIVACY POLICY FOR A US TRAVEL AGENCY

This Privacy Policy applies to information we collect about you when you use our website, any mobile app that we offer, and social media that we participate in.

What Personal Information Do We Collect?

We collect your personal information (and that of your travel companions) that is provided to us either directly by you, your employer, or your travel sponsor, as applicable, in order to provide you with the products and services you have requested. In most cases, it consists of your full legal name, address, email address, phone numbers, and credit card information. We may also collect your employer or sponsor's name, passport number, driver's license or other government-issued identification number, date of birth, gender, arrival and departure locations and times, airline, hotel or car rental frequent loyalty numbers, seat preferences, known traveler and global entry number, and other related travel information.

Information We May Collect Through Automatic Data Collection Technologies

We may collect other information, such as your IP address, search terms, and site pages when you visit us online. The technologies we use for this automatic data collection may include cookies and log data. We may use Google Analytics, which collects the cookie data. Go to <https://policies.google.com/technologies/partner-sites> for an explanation of how it collects and uses data. By using our website, you consent to our use of cookies.

We may also use IP addresses to identify a visitor when we feel it is necessary to enforce compliance with our website's Terms and Conditions, or to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, our website, or other users.

How Do We Use Preference Based Advertising, Analytics, and Services?

We do not currently share your information that we collect for preference-based advertising purposes, and we do not currently have any plans to do so.

Who Do We Share Your Information with and why?

Travel Suppliers: We share your personal information as necessary with airlines, cruise lines, hotels, car rental companies, and other providers for whose services you have requested our assistance. We enter this information in the Global Distribution System (GDS), which passes it on to the travel suppliers.

Email Communications: We may share your email contact information with our partners to assist with marketing our products and services. You may unsubscribe from receiving future commercial email communications from us by clicking the "unsubscribe" link included at the bottom of any marketing emails. However, we reserve the right to send you transactional emails such as customer service communications in connection with the products or services you have purchased.

Transfer of Assets: We do not sell or lease personal information or provide a list of our customers to third parties. However, if another entity acquires us or all (or substantially all) of our assets, the information we have about you will be transferred to and used by this acquiring entity. Also, if any bankruptcy or

reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.

Other Sharing: We may also share your information to protect and defend our rights and property.

Your California Privacy Rights

List of Third Parties: If you are a resident of the State of California, you may obtain a list of all third parties to which we have disclosed certain personally identifiable information as defined under California law during the preceding year for third party direct marketing purposes, if any. You may request the information in writing at privacy@abctravel.com.

Corrections: If wish to make corrections to any personal information you have provided, contact us at info@travelheritageafricana.com

Do Not Track Disclosures: We do not take any particular action based on browser based Do Not Track (DNT) Notices; nor do we track your use of other websites.

Changes to This Policy: We may from time to time make changes to this Privacy Policy to reflect changes in legal or regulatory obligations or changes in the manner in which we deal with personal information. We will post any revised version of this Privacy Policy on our website. Any changes will be effective on the effective date stated in the revised Privacy Policy. If there are significant changes, we may provide more prominent notice or obtain your consent, if required by law.

This Privacy Policy was last updated on December 22, 2022.