



The **easiest way** to travel, today!

### **What are cookies?**

Cookies are harmless text files that web servers can store on your computer's hard drive when you visit a website. They allow the server to recognize you when you revisit.

### **There are two main types:**

#### **Transient (or per-session) cookies**

These only exist for the duration of your site visit and are deleted on exit. They recognize you as you move between pages, for example recording the items you add to an online shopping basket. These cookies also help maintain security.

#### **Persistent (or permanent) cookies**

These stay on your machine until they expire or are deleted. Many are built with automatic deletion dates to help ensure your hard drive doesn't get overloaded. These cookies often store and re-enter your login information, so you don't need to remember membership details.

### **What are you doing with my data?**

We use it to make the iGO Travel website better for you and everyone. That includes doing things like:

- Recommending things we think you'll like, like holidays or destinations;
- Notifying you about things you've told us you like, like a destination or holiday type;
- We also use it for business, regulatory and legal purposes;
- Dealing with any requests you make or content you submit;
- Getting in touch if we need to tell you about something, like a change to our policies or issues with a service;
- To provide you with advertisements of travel related information and personalised communications;
- To make airline, accommodation, car, tour and other reservations;
- To obtain relevant insurance products on your behalf;



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- To obtain payment approval, including credit card or other financial approval for payment;
- To compile statistics and market research information;
- To comply with the law.

### **Do you share my data with other organisations?**

We keep your data inside iGO Travel and use it to give you services or improve your experience. This means we only share it:

- When you ask us to or give us your permission;
- To give you a service you've requested. For example, we use specialist companies to provide services for us, like sending email newsletters;
- To provide content and services to you through a partner's platform;
- For regulatory or legal purposes.

### **When we share your data outside of iGO Travel**

We will:

- Always share it in a secure way;
- Make sure it's treated consistently with our privacy promise;
- Not allow other companies to use it to contact you with their own marketing.

### **When we share your data within iGO Travel**

We might share your data across different parts of iGO Travel for research, analysis, marketing or Internet Licensing purposes. This might include commercial parts of iGO Travel, like the iGO Travel internal data system that is accessible to iGO Travel employees when it's necessary to give you a service you've asked for.

### **Can I disable my cookies?**

To enable or disable cookies, follow the instructions provided by your browser (usually located within the 'Help', 'Tools' or 'Edit' facility).

### **The iGO Travel Privacy Promise**

iGO Travel is a public service. Everything we do has to benefit you, our clients. We can give you more of what you love when we understand you better. To do that, we use your data to benefit you in two ways:

#### **1. A more personal iGO Travel for you**

It means we can:

- Recommend things we think you'll like;
- Show you content that's relevant to where you live;





- Make sure you can use things that are appropriate for your age.

## **2. A better iGO Travel for everyone**

As a public service, we need to make something for everyone.

As more of our content gets consumed online, we need to understand who's consuming it. We want to learn what you love to make better future holidays for everyone.

Throughout all of this, we're committed to make sure your personal, private data stays personal and private.

### **What our privacy promise says**

Our privacy promise covers how we treat your data and put you in control of what happens to it. It's based around three main areas

#### **Transparency**

We will always explain clearly what data we're collecting about you and why. We will only collect data we need to:

- give you a better experience;
- improve our services;
- fulfil our responsibilities as a public service;
- fulfil any requirements imposed on us by the law.

#### **Choice**

It's up to you how you use our services. You can manage or unsubscribe from iGO Travel at any time. You can find unsubscribe form the iGO Travel mailing list by [clicking here](#).

Because we're a public service, we will help you make informed decisions about your data, so everyone can get the best out of digital technologies and iGO Travel.

#### **Trust**

Your trust is very important to us. So we're committed to keeping your data safe and secure.

We promise to never sell your personal details as per our terms and conditions; which include the [POPI Act](#).

### **Advertising features which will be used by IGO**

- Remarketing with Google Analytics
- Google Analytics Demographics and Interest Reporting
- Integrated services that require Google Analytics to collect data for advertising purposes, including the collection of data via advertising cookies and identifiers

