

Privacy Policy

Last Updated: August 18, 2026

At **12Leo Safaris**, we respect your privacy and are committed to protecting the personal information you share with us.

This Privacy Policy explains how we collect, use, store, and protect information when you visit **12Leo Safaris**, use our website, contact us, or enquire about our Tanzania safari, Kilimanjaro, and Zanzibar travel experiences.

By using our website, you acknowledge the practices described in this Privacy Policy.

1. Who We Are

12Leo Safaris is a Tanzania-based safari and travel company providing personalized travel experiences across Tanzania, including wildlife safaris, Kilimanjaro climbing experiences, and Zanzibar journeys.

Website: <https://12leosafaris.com/>

For privacy-related questions or requests, please contact us through the contact details provided on our website.

2. Information We Collect

We may collect information that you voluntarily provide when you interact with our website or contact us.

This may include:

- Full name
- Email address
- Telephone or WhatsApp number
- Country of residence
- Travel dates
- Number of travelers

- Preferred destinations
- Safari or travel preferences
- Accommodation preferences
- Budget information, when voluntarily provided
- Special travel requests
- Information contained in messages or enquiries you send to us

You are not generally required to provide personal information simply to browse our website. However, certain information may be necessary if you request a quotation, itinerary, consultation, or other travel service.

3. Information Collected Automatically

When you visit our website, certain technical information may be collected automatically.

This may include:

- IP address
- Browser type and version
- Device type
- Operating system
- Pages visited
- Referring website
- Approximate geographic location
- Date and time of visits
- Website interaction information
- Other technical or diagnostic information

This information may be used to understand how visitors use our website, improve website performance, maintain security, and provide a better user experience.

4. Cookies and Similar Technologies

Our website may use cookies and similar technologies.

Cookies are small files stored on your device that help websites remember information about your visit.

We may use cookies to:

- Keep the website functioning properly
- Improve website performance
- Understand how visitors use our website
- Remember certain preferences
- Measure website traffic
- Improve user experience
- Support website security
- Understand the effectiveness of our marketing activities

Some cookies may be placed by third-party services that we use on our website.

You can manage or disable cookies through your browser settings. However, disabling certain cookies may affect how some parts of the website function.

5. Analytics and Website Measurement

We may use analytics and measurement technologies to understand how visitors interact with our website.

These technologies may collect information such as pages viewed, approximate location, device information, traffic sources, and general interaction patterns.

Analytics information helps us:

- Understand which content visitors find useful
- Improve website navigation
- Identify technical issues
- Improve website performance
- Develop better travel information and resources

Where applicable, third-party analytics providers process information according to their own privacy policies.

6. How We Use Your Information

We may use the information we collect to:

- Respond to enquiries
- Prepare safari or travel proposals
- Create personalized itineraries
- Communicate with you about your travel plans
- Provide requested travel information
- Arrange or coordinate travel services
- Improve our website and services
- Understand visitor behavior and website performance
- Prevent fraud, abuse, and security threats
- Maintain and protect our website
- Comply with applicable legal obligations

We do not use your personal information for purposes that are unrelated to the reason it was collected unless permitted or required by applicable law.

7. Enquiries and Contact Forms

When you submit information through a contact or enquiry form, the information you provide may be used by 12Leo Safaris to respond to your request.

For example, if you provide your travel dates, group size, preferred destinations, and travel preferences, we may use that information to prepare a suitable Tanzania travel proposal.

Please avoid submitting unnecessary sensitive personal information through website forms.

8. WhatsApp, Email, and Other Communication Channels

If you choose to contact us through WhatsApp, email, telephone, or another communication channel, information exchanged through that service may be processed according to both our handling practices and the privacy policies of the relevant service provider.

You should review the privacy practices of third-party communication platforms where appropriate.

We may retain relevant communication so that we can respond to your enquiry, manage your travel arrangements, maintain business records, and provide appropriate customer service.

9. Sharing Your Information

We do not sell or rent your personal information.

We may share information when reasonably necessary to provide requested services or operate our business.

Depending on the circumstances, information may be shared with:

- Accommodation providers
- Transportation providers
- Safari and travel service providers
- Local activity or experience providers
- Technology and website service providers
- Communication providers
- Analytics providers
- Professional advisers
- Government authorities or law enforcement where legally required

We only seek to share information that is reasonably necessary for the relevant purpose.

10. Third-Party Services

Our website may use third-party technologies and services for functions such as:

- Website analytics

- Website security
- Form processing
- Website hosting
- Performance monitoring
- Communication
- Embedded content
- Marketing measurement

Third-party providers may process information according to their own terms and privacy policies.

Where third-party services are used, we encourage visitors to review the privacy policies of those providers.

11. Embedded Content

Some pages on our website may contain embedded content such as videos, maps, social media content, images, or other external resources.

Embedded content from another website may behave in the same way as if you had visited that external website directly.

These third-party services may collect information about your interaction with the embedded content according to their own privacy policies.

12. Data Security

We take reasonable technical and organizational measures to protect personal information from unauthorized access, misuse, loss, alteration, or disclosure.

However, no website, online transmission, or electronic storage system can be guaranteed to be completely secure.

For this reason, while we work to protect your information, we cannot guarantee absolute security of information transmitted through the internet.

13. How Long We Keep Your Information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected.

The retention period may depend on:

- The nature of the enquiry
- Whether you become a customer
- Whether travel arrangements are being planned
- Legal or accounting requirements
- Business record-keeping needs
- Security and dispute-resolution requirements

When information is no longer reasonably required, it may be securely deleted or anonymized where appropriate.

14. Your Privacy Rights

Depending on your location and applicable privacy laws, you may have rights relating to your personal information.

These may include the right to:

- Request access to personal information we hold about you
- Request correction of inaccurate information
- Request deletion of certain information
- Request restriction of certain processing
- Object to certain uses of your information
- Withdraw consent where processing is based on consent
- Request information about how your data is processed

To make a privacy-related request, please contact us using the contact information available on our website.

We may need to verify your identity before processing certain requests.

15. International Data Transfers

Because we operate a website and may use service providers located in different countries, information submitted to us may be processed or stored outside your country of residence.

Where applicable, we take reasonable steps to ensure that personal information is handled in accordance with applicable privacy requirements and appropriate safeguards.

16. Children's Privacy

Our website is intended for general audiences and is not specifically directed toward children.

We do not knowingly request or collect personal information from children for purposes unrelated to providing legitimate travel services.

If you believe a child has provided personal information to us without appropriate permission, please contact us so that we can review and take appropriate action.

17. Links to Other Websites

Our website may contain links to websites operated by third parties.

We are not responsible for the privacy practices, content, or security of external websites.

We encourage you to review the privacy policy of any third-party website before providing personal information.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, website technology, legal requirements, or privacy practices.

When changes are made, we will update the **Last Updated** date at the top of this page.

We encourage you to periodically review this page to stay informed about how we handle personal information.

19. Contact Us

If you have questions about this Privacy Policy, your personal information, or our privacy practices, please contact 12Leo Safaris through the contact details available on our website.

12Leo Safaris

Website: <https://12leosafaris.com/>

Contact Page: <https://12leosafaris.com/contact/>

We will make reasonable efforts to respond to privacy-related enquiries and requests.

20. Your Trust Matters

Travel begins with trust.

When you share your plans, preferences, and personal information with 12Leo Safaris, we understand that you are trusting us with part of your journey.

We are committed to treating that information responsibly, protecting your privacy, and using your information only in ways that support a better and more meaningful travel experience.

Your privacy matters to us.