

## Privacy Policy

### Jordan Heritage Revival Company (JHRC)

Jordan Heritage Revival Company (JHRC) (“we”, “our”, “us”) is committed to protecting the privacy and personal data of visitors and users of our website: <https://jordancameltrek.com/> (the “Website”).

This Privacy Policy explains what personal information we collect, how we use it, how we protect it, and under what circumstances we may share it.

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#### 1. Information We Collect

We may collect the following types of information:

##### a. Personal Information You Provide to Us

- Full name, email address, phone number, and other contact details.
- Information submitted during booking such as number of participants, travel preferences, or special requirements.
- Payment-related information necessary to process your booking (handled securely by third-party payment processors).
- Emergency or medical information you choose to provide for safety, insurance, or logistical purposes.

##### b. Automatically Collected Information

- IP address, browser type, device information, operating system.
  - Date and time of visit, visited pages, time spent on the site.
  - Cookies and similar tracking technologies used to enhance the website’s performance and user experience.
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#### 2. How We Use Your Information

We use your personal data for the following purposes:

- To process bookings and manage your participation in our camel trekking journeys.
  - To communicate with you regarding confirmations, updates, itinerary details, or changes related to the trip.
  - To facilitate safety procedures, emergency support, and insurance requirements.
  - To process payments and manage billing.
  - To improve the performance, content, and user experience of our website.
  - To comply with legal obligations and regulatory requirements.
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### 3. Sharing of Information

We do not sell or trade your personal data.

We may only share it with third parties in the following cases:

- **Service Providers** involved in operating the trip (e.g., guides, logistics teams, insurance companies), and only to the extent necessary.
  - **Payment processors** to securely complete booking transactions.
  - **Legal authorities**, when required to comply with applicable laws, regulations, or official legal requests.
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### 4. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes described in this policy, including booking management, legal compliance, accounting obligations, and safety records.

If you request deletion of your information, we will remove it unless retention is required by law.

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### 5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal data, including:

- Secure servers and encryption methods.
- Restricted access to authorized personnel only.
- Measures to prevent unauthorized access, disclosure, or misuse.

While we strive to protect your data, no online transmission is 100% secure. However, we commit to taking all reasonable steps to minimize risks.

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### 6. Cookies & Tracking Technologies

Our Website uses cookies to:

- Improve browsing performance and loading speed.
- Analyze user activity and site interaction.
- Provide a more personalized experience.

You may disable cookies through your browser settings, though some website features may not function properly as a result.

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### 7. Your Rights

You have the right to:

- Request access to your personal information.

- Request correction of inaccurate or outdated data.
- Request deletion of your personal information, where legally permissible.
- Opt out of marketing communications or newsletters.
- Withdraw consent for data processing when processing is based on consent.

To exercise any of these rights, contact us using the information below.

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## **8. Updates to This Policy**

We may update this Privacy Policy from time to time.

Any changes will be posted on this page with a revised “Last Updated” date.

We encourage you to review this policy periodically.