

PRIVACY POLICY

Extra Miles Unique Adventures

Effective Date: 21 September 2026

Extra Miles Unique Adventures ("Extra Miles", "we", "us", or "our") respects your privacy and is committed to protecting the personal information you provide when you interact with us, including through our website, social media pages, online advertising, enquiry forms, WhatsApp, email, telephone, and safari booking services.

This Privacy Policy explains what personal information we may collect, how we use it, how we protect it, when we may share it, and the rights you may have regarding your personal information.

1. Who We Are

Extra Miles Unique Adventures ("Extra Miles", "we", "us", or "our") is a Kenya-based tour operator providing personalised travel experiences across Kenya and East Africa, including private safaris, group tours, beach holidays, cultural experiences, mountain adventures, accommodation arrangements, transportation and destination-management services.

Extra Miles Unique Adventures is based in Nairobi, Kenya.

Contact details: Extra Miles Unique Adventures; Nairobi, Kenya; Email: info@extramilesuniqueadventures.co.ke; Phone / WhatsApp: +254 740 107 085.

2. Information We Collect

Contact information

- Full name
- Email address
- Telephone number
- WhatsApp number
- Country of residence or origin
- Preferred method of communication

Travel and safari information

- Preferred travel dates
- Number of travellers
- Destination preferences
- Safari preferences
- Accommodation preferences

- Travel style
- Activities and interests
- Approximate budget or preferred price range
- Special travel requirements that you voluntarily provide

Booking and transaction information

- Information reasonably necessary to arrange and administer your travel services, including relevant booking, payment and transaction information.

Communications

- Information contained in communications sent through email, WhatsApp, telephone, website enquiry forms, Facebook, Instagram and other communication channels used by Extra Miles.

Information submitted through advertising platforms

- If you submit a lead form through Facebook or Instagram, Meta may provide us with the information you choose to submit through that form.

3. How We Use Your Personal Information

We may use your personal information to:

- Respond to your safari or travel enquiry.
- Contact you regarding your requested travel arrangements.
- Prepare personalised safari itineraries and quotations.
- Discuss your travel preferences and requirements.
- Arrange accommodation, transportation, activities, guides and other travel services.
- Process and administer bookings and payments.
- Provide customer support before, during and after your trip.
- Communicate with you through email, telephone or WhatsApp where appropriate.
- Improve our travel planning and customer-service processes.
- Manage our website, enquiries and business operations.
- Meet applicable legal, accounting and administrative requirements.
- Prevent fraud, misuse or unauthorised activity.
- Send marketing communications before, during after the Safari.

We will not use your personal information for purposes that are incompatible with the purpose for which it was collected without an appropriate lawful basis.

4. Information Submitted Through Facebook and Instagram Lead Forms

When you submit an enquiry through an Extra Miles advertisement on Facebook or Instagram, the information you provide may be shared with Extra Miles by Meta.

We may use that information to respond to your enquiry, contact you about your requested safari, understand your travel plans, prepare a personalised itinerary, provide a quotation, answer questions about our services, and follow up regarding your enquiry.

Your information will be handled in accordance with this Privacy Policy. Facebook and Instagram are operated by Meta. Their own privacy policies and terms may also apply to information they collect directly.

5. WhatsApp Communications

We may use WhatsApp to communicate with customers and prospective travellers who contact us or request communication through WhatsApp.

When you communicate with us through WhatsApp, information may also be processed by WhatsApp/Meta according to their applicable terms and privacy policies.

We use WhatsApp primarily to answer enquiries, discuss safari itineraries, provide quotations, confirm travel arrangements, provide customer support, and communicate important travel information.

Please avoid sending highly sensitive personal information through WhatsApp unless it is specifically required and you have been asked to provide it.

6. Sharing Your Personal Information

We do not sell your personal information.

Where necessary to provide the travel services you request, we may share relevant information with trusted service providers and business partners involved in your trip.

- Hotels and lodges
- Camps
- Safari guides
- Transport providers
- Airlines or flight service providers
- Activity providers
- Local destination partners
- Travel service suppliers
- Payment service providers
- Technology and communication providers

- Professional advisers or authorities where legally required

We aim to share only information that is reasonably necessary for the relevant service.

7. International Data Transfers

Because we work with travellers from different countries and use international technology and service providers, your personal information may sometimes be processed or stored outside Kenya.

Where personal information is transferred or processed outside Kenya, we will take reasonable steps to ensure that appropriate safeguards are applied in accordance with applicable data-protection requirements.

8. How We Protect Your Information

We take reasonable technical and organisational measures to protect personal information against unauthorised access, unauthorised disclosure, loss, misuse, alteration and destruction.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure. You should also take reasonable precautions when sending personal information online.

9. How Long We Keep Your Information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including responding to enquiries, managing bookings, providing travel services, maintaining business and financial records, resolving disputes, meeting legal or regulatory requirements, and protecting our legitimate business interests.

When personal information is no longer reasonably required, we will take appropriate steps to delete, anonymise or securely dispose of it, subject to applicable legal or contractual requirements.

10. Your Privacy Rights

Subject to applicable law and any relevant limitations, you may have rights regarding your personal information, including the right to:

- Be informed about how your personal information is used.
- Request access to personal information we hold about you.
- Request correction of inaccurate or misleading information.
- Request deletion or erasure of personal information in appropriate circumstances.
- Object to certain processing of your personal information.
- Request restriction of certain processing.
- Request data portability where applicable.

- Exercise other rights provided by applicable data-protection law.

11. How to Exercise Your Rights

If you would like to ask what personal information we hold about you, correct your information, request deletion, withdraw consent where consent is the applicable basis for processing, object to certain processing, or ask a privacy-related question, please contact us:

Email: info@extramilesuniqueadventures.co.ke

Phone / WhatsApp: +254 740 107 085

Please provide enough information for us to understand and respond to your request. We may need to verify your identity before processing certain requests.

12. Marketing Communications

We may occasionally contact you about safari offers, new itineraries, travel experiences, destination information, special packages, and other Extra Miles services and Offers.

You can ask us to stop sending marketing communications at any time by contacting info@extramilesuniqueadventures.co.ke. We will respect applicable requirements concerning marketing communications and consent.

13. Cookies and Website Technologies

Our website may use cookies and similar technologies to help operate the website, understand website usage, improve functionality and, where applicable, support advertising and analytics.

Third-party services, including advertising, analytics or social-media platforms, may also use cookies or similar technologies according to their own policies.

Where required, we will provide appropriate information or controls regarding cookies and similar technologies.

14. Third-Party Websites and Services

Our website, advertisements or communications may contain links to third-party websites or services. These third parties operate independently from Extra Miles and may have their own privacy policies.

We are not responsible for the privacy practices of third-party websites or services that we do not control. We encourage you to review their privacy policies before providing personal information.

15. Children's Information

Our services are intended primarily for travellers and customers who are able to enter into travel arrangements.

We do not knowingly request unnecessary personal information from children.

Where information relating to a child is required for a legitimate travel or booking purpose, it should be provided by a parent, guardian or other person legally authorised to provide it.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, technology, information-processing practices, applicable legal requirements, or privacy practices.

When we update the policy, we will revise the "Last Updated" date shown at the top of this page. We encourage you to review this page periodically.

17. Contact Us

If you have any questions, concerns or requests relating to this Privacy Policy or the way Extra Miles handles personal information, please contact us.

Extra Miles Unique Adventures

Nairobi, Kenya

Email: info@extramilesuniqueadventures.co.ke

Phone / WhatsApp: +254 740 107 085

Website: <https://www.extramilesuniqueadventures.co.ke/>

18. Complaints

If you believe that your personal information has been handled improperly and you are unable to resolve the matter directly with us, you may have the right to raise a complaint with the Office of the Data Protection Commissioner (ODPC) in Kenya, subject to applicable law and procedure.