Privacy Policy

Last Updated: 02/18/2025

1. Introduction

Rietvlei Zoo Farm (we, us, our) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your information when you use our website and services, including SMS marketing, email marketing, appointment reminders, and website tracking tools. By using our services or opting into our communications, you agree to this Privacy Policy and our Terms and Conditions.

2. Information We Collect

Contact information

We may collect your name, email address, phone number, and mailing address when you submit forms, book appointments, request information, or otherwise provide it to us.

Communications data

If you opt in, we collect your messaging preferences and maintain records of consent and opt out activity related to SMS and email communications.

Usage and device information

We may use cookies, pixels, and analytics tools to collect information about how you use our website. This may include your IP address, browser type, pages visited, and interaction data.

Appointment and service data

If you schedule appointments or use our services, we may collect details associated with those interactions.

3. How We Use Your Information

We use your information to:

- Provide requested services and customer support
- Send appointment confirmations and reminders
- Send SMS and email communications that you have explicitly consented to receive
- Improve our website and marketing performance using analytics
- Maintain compliance records related to consent and opt outs
- Protect our business and users, including fraud and security monitoring

4. Cookies and Tracking Technologies

We use cookies and similar technologies to personalize your experience and understand how our website is used. You can control cookies through your browser settings. Some features may not work correctly if cookies are disabled.

5. How We Share Your Information

We do not sell your personal information. We do not share mobile phone numbers, SMS opt in data, or consent information with third parties or affiliates for marketing or promotional purposes. We may share information only in the following limited circumstances:

Service providers

We may share information with trusted vendors who help us deliver services, such as SMS and email delivery, customer support tools, scheduling tools, and analytics providers. These providers may only use information to perform services on our behalf.

Legal and safety

We may disclose information if required by law or to protect the rights, safety, and security of [Company Name], our users, or others.

Business transfers

If Rietvlei Zoo Farm is involved in a merger, acquisition, or asset sale, information may be transferred as part of that transaction. Any successor will be required to honor this Privacy Policy.

Third party sharing

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Information sharing to subcontractors in support services, such as customer service, is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

6. Your Choices

SMS opt out

You can opt out of SMS messages at any time by replying STOP to any message. After you send STOP, we will send a confirmation message and you will no longer receive SMS messages unless you opt back in.

Email opt out

You can unsubscribe from marketing emails by clicking the unsubscribe link in the email.

Access and correction

You may contact us to request access to, correction of, or deletion of your personal information, subject to applicable law.

7. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your information. No method of transmission or storage is fully secure, so we cannot guarantee absolute security.

8. Children's Privacy

Our services are not intended for children under 13 and we do not knowingly collect personal information from children.

9. Updates to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted with a new Last Updated date.

10. Contact Us

If you have questions about this Privacy Policy, contact:

Rietvlei Zoo Farm

Address: 101 Swartkoppies Road, R554, Liefde en Vrede, South of Johannesburg, 2190

Phone: 079 041 1488

Email: admin@rietvleifarm.co.za

If you have any questions regarding our terms and conditions, please read our terms and conditions page:

[Terms & Conditions URL]