



The Ranch Resort (“The Ranch”, “we”, “our”, or “us”) respects your privacy and is committed to complying with this Privacy Policy in conjunction with the Marriott Hotel Group Privacy Policy and information, where applicable, which describes how The Ranch, as a hotel and events establishment, collects and uses the personal data you provide to us. This Privacy Policy describes what personal data we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding our use of your personal data. We also describe the measures we take to protect the security of your personal data and how to contact us.

This Privacy Policy applies to services provided to you by the Ranch, including the Ranch’s websites, social media accounts and booking portals that display or link you to this Privacy Policy (hereinafter referred to collectively as the “Services”). Once you leave such websites, social media accounts and booking portals for others, the privacy policies of the other social media accounts and booking portals shall apply.

We encourage you to read this Privacy Policy carefully in its entirety, as it relates to your rights regarding the processing of your personal data. As a user of our Services, you understand and agree that we collect, use, and disclose your personal data in accordance with this Privacy Policy.

2. Identification of the personal data that The Ranch collects

In the course of providing its Services, The Ranch collects, uses, and discloses personal data. Personal data is information that can be used to identify you or with which The Ranch can link to you. You, as a traveller/guest or user of the Services, may be asked to provide certain personal data when you use our Services, such as:

- Names and contact information (work and home/mobile phone, fax, email, address);
- Traveller and emergency contact names and information;
- Traveller (e.g. meal preferences, special accommodation requests, other personal data supplied by you via your profiles, surveys, or other requests);
- personal opinion, views, interests and preferences
- medical requirements, and
- Travel documentation (e.g. passport/visa/driver’s license number, citizenship, date of birth, gender, photographs);
- Payment data (corporate/personal credit cards) and bank information;
- Logins, user ID’s, employee ID’s, passwords, IP addresses, and browsing information; and
- Sensitive personal data such as data about where required to be provided under law.

If you submit any personal data relating to other people in connection with the Services (e.g. if you make a reservation for another individual), you represent that you have the authority to do so and we will collect, use, and disclose such personal data in accordance with this Privacy Policy.

The Ranch may collect personal information (including personally identifiable information or, where relevant, sensitive personal data) about you and/or the person on behalf of whom you are utilising the Services (“Your Data”) in the following ways:

Information you give us. This is information that you give us by filling in forms on our websites, online booking tools, social media accounts or other applications, or by corresponding with us by phone, email or otherwise. The information may include without limitation your and /or your travellers name, address, e-mail address, phone number or other contact details, age, occupation, role/title/area of responsibilities, financial and credit card information, personal description and photograph and other information.

Of course, you are not required to supply any of the information that we may request, notably sensitive data, although this might limit the Services we are able to offer you. While we make every effort to ensure that Your Data is accurate, complete and up to date, you can help us considerably in this by promptly notifying us if there are any changes to Your Data.



Information we collect about you. We, our service providers and other business partners, collect certain information by using automated means, such as cookies, when you interact with our applications, or visit our websites. This information may include your IP address, browser type, operating system, the full URLs, referring URLs and information on actions taken or interaction with our digital assets. We may use third-party web analytics services on our websites and applications, to help us analyse how visitors use our websites and other digital platforms. We, our service providers and our business partners may also collect information about your activities on our websites and other digital platforms for use in providing you with content tailored to your individual interests. The information collected for these purposes may include details about things like the particular pages you view on our websites and the actions you take on our websites and or other digital assets.

Information we may receive from other sources. We work closely with third parties (including Global Distribution Systems (GDSs) and other related travel suppliers for booking/ticketing purposes; industry reporting authorities, payment and delivery services, analytics providers, search information providers, credit reference agencies, financial institutions, financial advisers, disclosure and criminal check services, police forces and courts) and may receive information about you from them).

3. What does The Ranch do with Your Information?

The Personal Information will be processed by us (or third parties approved by us), pursuant to and for the following purposes:

- verifying your identity;
- transmitting and receiving correspondence in relation to our services or products, including the preparation of itineraries and submission of quotes;
- transmitting marketing material as specifically requested by you;
- processing payments and refunds;
- facilitating delivery of the services or the products;
- to monitor and analyse your conduct in respect of the Websites and/or services for research and statistical purposes;
- for compliance and risk purposes;
- tailor make marketing and promotional material which the we believe may be of relevance and interest to you;
- to conduct market and / or academic research to identify potential markets and trends, to develop new products and services and to improve the nature of the products and/or services;

4. How does The Ranch store and protect personal data?

All connectivity is managed by our firewall solution, however the transmission of information via the internet is not completely secure and The Ranch cannot guarantee the security of data transmitted to our site; any transmission of Personal Information will be solely at your own risk.

Access and permissions for systems within our application layer such as our front, mid and back office tools are managed per application and in line with the user permissions management policies for the respective solutions, adding an extra layer of security/control

In a similar vein, The Ranch only use data for the intended purpose, we do not hand off data to any third party that is not part of the process.

Although The Ranch takes all reasonable steps necessary to protect Your Data, we do not guarantee that our security systems are 100% secure or error-free. Therefore, we do not guarantee the security or accuracy of the information (Personal Information or not) we collect from you and process in accordance with this Policy.

We endeavour to maintain physical, electronic and procedural safeguards which, to the best of our belief, comply with the relevant laws and regulations so as to protect your Personal Information from any unauthorized access



5. How long does The Ranch keep my personal data?

The Ranch retains Your Data for the period necessary to fulfil the purposes outlined in this Privacy Policy read in conjunction with local applicable laws or unless a longer retention period is required or permitted by applicable laws. The general retention period is 3 (three) years, however this is subject to variances. When determining how long to retain Your Data, The Ranch takes into account the necessity of the personal data for the provision of our Services, applicable laws and regulations, including data protection laws, and our legal obligations. We may retain records to investigate or defend against potential legal claims. When retention of the personal data is no longer necessary, the data will be deleted, masked, de-identified or aggregated for analytic purposes. Reference must also be made to The Ranch Retention Policy.

We will not sell, transfer, share, or otherwise permit access to your Personal Information with any third parties other than as described in this Policy however, we reserve the right to transfer, or otherwise share without restriction aggregated, de-identified, and other non-personally identifiable information as contemplated in this Policy

6. The Ranch social media and Newsletter?

Should you subscribe to our newsletter via social media, email or other platforms, we will, from time to time, send you promotional emails about The Ranch special offers or other information using the email address which you have provided.

Whilst we love to keep in touch with our guests to share conservation victories, exciting products and exceptional services, we do not contact our guests via email, short message service (sms) / text or similar electronic solutions for marketing purposes unless they have provided us with their consent to do so. Such engagement shall at all times be limited, be relevant and we trust be of interest to you as our guest.

Please note that you can unsubscribe from this newsletter and marketing list at any time should you wish by emailing us your request guestrelations@theranch.co.za or selecting the unsubscribe link at the bottom of every email you receive from us.

7. Third Parties

Our websites or other digital applications and platforms may, from time to time, contain links to and from the websites of our service providers. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

8. Changes to our Privacy Policy

Any changes we make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

9. How can I exercise my rights or make complaints?

If you have any questions about this Privacy Policy or wish to exercise any of your rights in terms of this Privacy Policy, please contact us as follows:-

Attn: General manager

Email: gm@theranch.co.za or guestrelations@theranch.co.za