Fair Trade Tourism NPC Privacy Policy

Effective date: 27 September 2026
Last updated: 19 September 2026

Fair Trade Tourism NPC ("FTT", "we", "us" or "our") respects the privacy of individuals whose personal information we process and is committed to protecting personal information in accordance with the Protection of Personal Information Act 4 of 2013 ("POPIA").

This Privacy Policy explains what personal information FTT collects, why we collect it, how we use and protect it, and the rights of individuals whose personal information we process.

1. Who we are

Fair Trade Tourism NPC
Not-for-profit company registration number: 2004/034455/08
Address: 74 Cambridge Road, Bryanston, Gauteng, 2121, South Africa
Website: www.fairtradetourism.org

FTT is the responsible party for personal information processed for its activities.

The Information Officer is the General Manager.

For privacy-related enquiries or requests, contact:

Email: info@fairtradetourism.org

2. Personal information we collect

Depending on how you interact with FTT, we may process:

- names and contact details;
- organisation and job title information;
- account and login information;
- information submitted in membership and certification applications;
- information contained in audit reports and supporting evidence;
- auditor qualifications, training and competency-assessment records;
- auditor certificates, agreements and assignment records;

- information relating to certification decisions, corrective actions, complaints and appeals;
- the names and/or positions of personnel interviewed during certification audits, where these are recorded as part of the audit record; and
- technical information relating to use of our website, including information collected through Google Analytics.

We only collect personal information that is reasonably necessary for the purposes for which it is processed.

3. How we collect personal information

We may collect personal information:

- directly from individuals;
- from organisations applying for or holding FTT membership or certification;
- from auditors conducting FTT audits;
- through the FTT certification management platform;
- through communications with FTT; and
- automatically when individuals use our website.

Where appropriate, information may also be provided by a person acting on behalf of an organisation or another individual.

4. Why we process personal information

FTT processes personal information for purposes including:

- administering membership and certification;
- processing and managing certification applications;
- arranging and conducting audits;
- maintaining auditor competency and certification records;
- evaluating audit findings and corrective actions;
- making and recording certification decisions;
- managing complaints and appeals;
- communicating with members, applicants, auditors and other stakeholders;
- sharing certification information with relevant travel and tourism sector data platforms;
- maintaining the security and functionality of our systems;
- understanding and improving use of our website; and
- complying with legal and regulatory obligations.

FTT processes personal information only where there is a lawful basis for doing so under POPIA, including where processing is necessary to perform a contract, comply with a legal obligation, pursue a legitimate purpose, or where the individual has consented where consent is required.

5. Certification and audit information

FTT's certification activities involve processing personal information relating to certification applicants, certified businesses and auditors.

Audit records may contain information provided by the business, evidence reviewed by auditors, audit findings and corrective-action information. Auditors may record the names and/or positions of personnel interviewed during an audit.

FTT does not retain interview transcripts or substantive interview notes as part of its normal certification records.

Auditor records maintained by FTT may include qualifications, training and competency-assessment results, auditor certificates, agreements and audit assignments.

6. Certification management platform

FTT uses a certification management and reporting platform provided by the European Centre for Eco- and Agro-Tourism (ECEAT), based in the Netherlands.

FTT controls the information entered and processed through the platform for FTT's membership and certification activities. ECEAT provides the underlying technical platform and does not use FTT's certification information for its own purposes.

Where personal information is processed outside South Africa, FTT will take appropriate steps to ensure that the requirements applicable to cross-border processing under POPIA are met.

7. Sharing personal information

FTT may disclose personal information where reasonably necessary for the purposes described in this Policy, including to:

- auditors appointed to conduct FTT audits;
- members of FTT committees involved in certification-related decisions;
- service providers supporting FTT's systems and operations;
- professional advisers where necessary;

- sustainability data platforms used to communicate FTT certification information to the travel and tourism sector; and
- public authorities or other parties where disclosure is required or permitted by law.

FTT provides information about FTT-Certified businesses to BeCause, a sustainability data hub for travel, tourism and hospitality. This may include the certified business's name, address, public contact details, FTT certification status and certification expiry date. This information is provided to support the sharing of certification information with travel-sector stakeholders and consumers.

Where information shared about a certified business identifies an individual, such information will be handled as personal information in accordance with POPIA.

FTT does not sell personal information.

8. Website analytics and cookies

FTT uses Google Analytics to understand how visitors use the FTT website and to help improve the website and its content.

Google Analytics may collect information such as pages visited, approximate location, device and browser information, and information about how visitors interact with the website.

The website may also use cookies and similar technologies necessary for website functionality and analytics.

9. Security

FTT takes appropriate, reasonable technical and organisational measures to protect personal information against loss, damage, unauthorised access, unlawful processing and other foreseeable risks.

Access to personal information is limited to people who need it for legitimate FTT purposes.

Where FTT becomes aware of a security compromise involving personal information, it will respond in accordance with POPIA's requirements.

10. Retention

FTT retains personal information only for as long as reasonably necessary for the purpose for which it was collected, to fulfil contractual or legal obligations, to resolve disputes, or for legitimate business and certification-record purposes.

When personal information is no longer required, FTT will take reasonable steps to delete, destroy or de-identify it.

11. Your rights

Subject to applicable legal requirements and limitations, individuals have rights under POPIA including the right to:

- request confirmation of whether FTT holds their personal information;
- request access to their personal information;
- request correction or deletion of information that is inaccurate, excessive, irrelevant or unlawfully retained;
- object to certain processing;
- object to direct marketing;
- withdraw consent where processing is based on consent; and
- lodge a complaint concerning the processing of their personal information.

Requests should be directed to the Information Officer at info@fairtradetourism.org.

FTT may need to verify the identity of the person making a request before providing or changing personal information.

12. Direct marketing

FTT will comply with POPIA's requirements relating to direct marketing by electronic communication. Where consent is required, FTT will obtain it in accordance with applicable law. Individuals may opt out of direct marketing communications.

13. Children

FTT does not knowingly collect personal information from children in circumstances where such processing is prohibited by POPIA.

14. Automated decision-making

FTT does not make certification decisions solely through automated processing of personal information.

Certification decisions involve human review and decision-making.

15. Complaints

If you have a concern about FTT's handling of your personal information, please contact the Information Officer first at info@fairtradetourism.org so that the matter can be addressed.

You also have the right to lodge a complaint with the Information Regulator of South Africa.

Information Regulator
Website: https://inforegulator.org.za/
Email: enquiries@inforegulator.org.za
Telephone: +27 (0) 10 023 5200 (Toll Free: 0800 017 160)

16. Changes to this Policy

FTT may update this Privacy Policy from time to time to reflect changes in its activities, systems or legal requirements. The latest version will be published on the FTT website.