

10. Consumer protection and communication

10.1 CRM

JSTRAVEL and its parent company ASIAJET utilize a comprehensive Customer Relationship Management (CRM) system to effectively manage interactions with our customers and travelers. Our CRM system is integrated into various aspects of our business processes to ensure efficient communication and personalized service delivery.

Key features of our CRM system include:

1. **Contact Management:** We maintain detailed records of customer contact information, preferences, past interactions, and booking history. This allows us to personalize communication and tailor our services to meet individual needs.
2. **Communication Tracking:** Our CRM system tracks all communication channels, including emails, phone calls, and messages, enabling us to monitor customer inquiries, feedback, and requests effectively.
3. **Task Management:** We use the CRM system to assign and track tasks related to customer inquiries, follow-ups, and service requests. This ensures timely responses and resolution of customer issues.
4. **Analytics and Reporting:** The CRM system provides insights and analytics on customer behavior, booking patterns, and preferences. This information helps us identify trends, assess customer satisfaction levels, and make data-driven decisions to enhance our services.
5. **Integration with Booking Systems:** Our CRM system is seamlessly integrated with our booking systems, allowing us to manage bookings, reservations, and customer inquiries in a centralized platform.

Overall, our CRM system plays a crucial role in enhancing customer satisfaction, improving operational efficiency, and driving business growth. By effectively managing customer relationships and leveraging data insights, we strive to deliver exceptional experiences to our customers throughout their journey with JS Travel.

10.2: Customer privacy

This privacy policy has been designed to protect our customers' privacy and identity and is based on the requirements of the EU General Data Protection Regulation (GDPR).

Our privacy policy aims to a clear understanding of how we collect, use, protect or otherwise handle customers' Personally Identifiable Information.

JSTRAVEL will require and store only a limited amount of personal and other information from our customers, that is, only what is necessary to process all of your travel arrangements and payments. This will generally be restricted to:

Personal details

- Fullname.
- Date Of Birth.
- Sex.
- Passport number, date a place of issue and expiry (a photocopy of your passport may be required for some flight reservations).

Contact information

- Email Address.
- Telephone number, home and in Thailand.
- Postal Address in some occasional circumstances.

Financial information

- Credit card details, if you chose that method of payment.
- The name of your bank if you pay by bank transfer.
- Your Bank Account details if we are required to make a bank transfer to you.
- Records Of All payments received from you and any payment made by us to you.

None of this information will ever be given to any third party, except for such personal details as are required to make hotel and flight reservations or any other travel arrangements.

The information will be stored securely on the company's own computers.

An external PCI compliant payment gateway handles all CC transactions. We Use Regular Malware Scanning.

Cookies

We Use Cookies to understand and save user's preferences for future visits. If you turn cookies off, some of the features that make your site experience more efficient may not function properly.

Third-party disclosure

We Don't Sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

Third-party links

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

Fair Information

Practices Should a data breach occur, we will notify you by email within seven working days. We also confirm that we will:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Honour opt-out/unsubscribe requests quickly.

If at any time you would like to unsubscribe from receiving future emails, you can email us at and we will promptly remove you from ALL correspondence.

Contacting Us If there are any questions regarding this privacy policy, you may contact us using the information below.

10.4 Product information

JSTRAVEL is committed to providing clear, complete, and accurate product information to our customers. Our policy ensures that all promotional and informational materials reflect real-life conditions and include relevant details about our products and services, including sustainability claims. We adhere to the following guidelines to ensure the accuracy and transparency of our product information:

1. Accuracy and Completeness: We ensure that all product and price information provided to customers is accurate, complete, and up-to-date. This includes details about itineraries, inclusions and exclusions, pricing, and any special offers or promotions.

2. **Transparency:** We are transparent about the environmental and cultural impacts of our products and services. This includes providing information about carbon emissions, sustainability initiatives, and cultural considerations relevant to the destinations we operate in.

3. **Professionalism in Marketing Materials:** Our marketing communications feature professional and accurate images that respect intellectual property rights. We use high-quality visuals to showcase our products and services in an appealing yet truthful manner.

4. **Consistency:** We strive to maintain consistency across all our promotional and informational materials to avoid confusion or misrepresentation. Information provided to customers should be consistent with our company's values, policies, and sustainability initiatives.

5. **Truthful Sustainability Claims:** Any claims about sustainability in our promotional materials are truthful and backed by evidence. We do not engage in greenwashing or make unsubstantiated sustainability claims to attract customers.

6. **Compliance with Regulations:** We ensure that our product information complies with relevant regulations and industry standards, including consumer protection laws and advertising guidelines.

By adhering to these policies and guidelines, JS Travel aims to provide customers with accurate and reliable information to make informed decisions about our products and services. We are committed to transparency, professionalism, and ethical marketing practices in all our communications with customers.

10.5 Group numbers

At JSTRAVEL, we communicate the minimum and maximum number of participants for group travel excursions or itineraries to ensure clarity and manage expectations effectively.

Our policy regarding group numbers is as follows:

1. **Clear Communication:** We clearly communicate the minimum and maximum number of participants allowed for each group travel experience. This information is provided in our promotional materials, itineraries, and during the booking process to ensure that customers are aware of group size limitations.

2. **Managing Expectations:** We understand that different travelers have varying preferences when it comes to group size. By communicating clear group number limits, we help manage expectations and allow travelers to choose experiences that align with their preferences, whether they prefer smaller, more intimate groups or larger group settings.

3. **Environmental Conservation:** We consider the environmental impact of group sizes and ensure that our group numbers align with the carrying capacity of destinations and sites visited. By limiting group sizes to appropriate levels, we help protect sensitive areas and minimize our environmental footprint.

4. **Vehicle Capacity Consideration:** We define group numbers that are suitable for the size and capacity of the vehicles used for transportation during the excursion. This ensures passenger comfort, safety, and minimizes environmental impact associated with transportation.

By adhering to these policies, JS Travel aims to provide our customers with transparent information about group sizes, manage expectations effectively, and contribute to environmental conservation efforts in the destinations we operate in.

10.6 Destination information and interpretation

At JSTRAVEL, we prioritize providing comprehensive and accurate information to our customers to help them prepare for their trip and enhance their overall travel experience. We ensure that our customers are well-informed about the destination they will be visiting through various channels and communication methods:

1. **Pre-Trip Communication:** Before the trip, we provide detailed information to our customers through various channels, including:

- **Tour Itineraries:** We share detailed tour itineraries that outline the destinations, activities, and attractions included in the trip.

- **Destination Guides:** We offer destination guides that provide information about the natural surroundings, local culture, cultural heritage, geography, weather, currency, health and safety advice, local customs, and important do's and don'ts.

- **Transport Options:** We inform our customers about transportation options to and within the destination, including sustainable transportation alternatives.

- **Cultural and Historical Information:** We share insights into the destination's cultural and historical significance, providing background information about its people, traditions, and heritage sites.

- Local Recommendations: We recommend local restaurants, eateries, and food options, with a focus on sustainable and locally-owned establishments. We also provide information about local souvenirs to buy and advise against purchasing illegal souvenirs.

- Language and Communication: We offer basic language and communication tips, including common phrases and information about local dialects.

- Health and Safety Guidelines: We provide essential health and safety advice, including information about vaccinations, medical facilities, and emergency contacts.

- Sustainable Practices: We highlight sustainable practices and encourage responsible tourism behavior, such as respecting local customs and supporting local communities.

2. Two-Way Communication: We encourage two-way communication with our customers by providing opportunities for them to ask questions, seek clarification, and provide feedback. Our customer service team is readily available to address any inquiries or concerns before, during, and after the trip.

By providing comprehensive destination information and fostering open communication, we aim to empower our customers to make informed decisions and have meaningful travel experiences while promoting sustainability and responsible tourism practices.

10.7 Destination dos and don'ts

At JSTRAVEL, we prioritize informing our customers about key sustainability aspects and issues in the destinations they will be visiting, as well as providing recommendations on how they can make a positive contribution during their travels. We ensure that our customers are aware of the dos and don'ts specific to each destination to help them have a more responsible and respectful trip. Here's how we inform our customers:

1. Pre-Trip Documentation: We include information about destination dos and don'ts in our pre-trip documentation, which is shared with customers before their departure. This documentation may include detailed guidelines on behavior towards local communities, limitations on resource use, waste management practices, and advice on avoiding illegal souvenirs.

2. Online Resources: We provide destination-specific dos and don'ts on our website, blog, and social media channels. Customers can access this information at any time

to familiarize themselves with local customs, cultural habits, and sustainability practices.

3. Travel App: We offer a dedicated travel app where customers can find comprehensive destination information, including dos and don'ts. This app serves as a convenient resource for travelers to reference throughout their journey.

By providing comprehensive information about destination dos and don'ts through various channels, we empower our customers to make informed decisions and engage in responsible tourism practices during their travels with JSTRAVEL.

10.8 Health and Safety

At JSTRAVEL, ensuring the health and safety of our customers is paramount. We provide comprehensive information regarding risks and precautions related to health and safety matters in the destination through various channels to ensure our customers are well-informed and prepared. Here's how we inform our customers:

1. Pre-Trip Documentation: We include detailed information about health and safety risks and precautions in our pre-trip documentation, which is shared with customers before their departure. This documentation covers topics such as the prevalence of dangerous diseases, potential risks from local flora and fauna, emergency contacts, reputable local medical facilities, food and water safety, road safety, and our company's health and safety protocols.

2. Online Resources: Customers can access destination-specific health and safety information on our website, blog, and social media channels. We provide up-to-date guidance on prevalent diseases, potential hazards, emergency contacts, and safety tips to help travelers stay informed and prepared.

3. Travel App: Our dedicated travel app includes a section on health and safety, where customers can find essential information about risks and precautions in the destination. This feature allows travelers to access important safety guidance conveniently during their trip.

4. Pre-Trip Briefings: Our tour leaders conduct pre-trip briefings for customers upon arrival at the destination. During these briefings, they review key health and safety considerations, provide guidance on staying healthy and safe during the trip, and address any questions or concerns from travelers.

By proactively providing information about health and safety risks and precautions through various channels, we empower our customers to prioritize their well-being and enjoy a safe and memorable travel experience with JSTRAVEL.

10.9 Destination contact person

At JSTRAVEL, we prioritize the safety and well-being of our customers, which is why we ensure that a dedicated contact person and a permanently reachable telephone number are available for emergency situations in all destinations where we operate. Here's how we implement this policy and communicate it to our customers:

1. **Destination Contact Person:** We designate a qualified individual at each destination who serves as the primary contact person for emergency situations. This individual is trained to handle various emergency scenarios and is available to provide assistance and guidance to travelers whenever needed.
2. **Permanently Reachable Telephone Number:** We provide a telephone number that is accessible 24/7, ensuring that travelers can reach our designated contact person at any time, day or night, in case of emergencies.
3. **Communication Channels:** We communicate the details of the destination contact person and emergency telephone number to travelers before their departure. This information is included in our pre-trip documentation, such as travel itineraries, welcome packets, and travel apps.
4. **Continuous Availability:** We ensure that our destination contact person is always available to respond to emergency calls and inquiries promptly. Even during off-seasons or periods of reduced operations, we maintain contact availability during office hours to address any emergency situations that may arise.

By providing clear communication and access to emergency contact information, we aim to instill confidence and peace of mind in our customers, knowing that help is readily available whenever they need it during their travels with JSTRAVEL.

10.10 Sexual exploitation

At JS Travel, we take the issue of sexual exploitation very seriously and have implemented strict policies to prevent and address it. Here's how we inform our customers about our policy:

1. **Pre-Trip Documentation :**

In our pre-trip documentation, we include detailed information about our commitment to prevent sexual exploitation and harassment. We outline our zero-tolerance policy and provide guidance on how customers can identify and report suspicious behavior.

2. Website Information :

We prominently display information about our commitment to prevent sexual exploitation on our website. We provide links to resources from organizations such as TheCode.org, ChildSafe, UNICEF, and ECPAT for customers who want to learn more about the issue.

3. Welcome Packs :

For travelers embarking on our tours, we include flyers or pamphlets in their digital welcome packs that highlight the importance of child-safe tourism and provide tips on how to recognize and report instances of sexual exploitation.

4. Training for Staff :

Our staff undergo thorough training on recognizing and responding to signs of sexual exploitation and harassment. They are equipped with the knowledge and tools to intervene if they witness any concerning behavior during our tours.

5. Continuous Communication :

Throughout the tour, we maintain open communication with our customers and encourage them to approach our staff if they have any concerns or suspicions. We emphasize the importance of reporting any incidents promptly so that appropriate action can be taken.

6. Collaboration with Local Partners :

We collaborate with local partners and stakeholders to raise awareness about sexual exploitation and promote child-safe tourism practices within the destinations we operate in.

We believe that educating our customers about sexual exploitation is crucial in preventing and combating this crime. While we strive to create a safe and respectful environment for all travelers, we recognize that no destination or product type is immune from the risk of sexual exploitation. Therefore, it is essential for us to address this issue proactively and ensure that our customers are well-informed and empowered to take action.

10.11 Illegal souvenirs

As JSTRAVEL, we are committed to informing our clients about applicable legislation concerning the purchasing, sales, import, and export of illegal souvenirs in the destinations they visit. Here's our policy and communications strategy along with examples:

1. Policy:

- We provide comprehensive information to our clients about laws and regulations regarding the purchase, sale, import, and export of illegal souvenirs, including historic or religious artifacts and items containing materials from threatened flora and fauna.
- Our staff undergo training to ensure they are knowledgeable about the prohibited and restricted goods in each destination we operate.
- We collaborate with local authorities and organizations to stay updated on relevant laws and regulations and incorporate them into our policies and procedures.

2. Communication Strategy:

- Pre-Trip Documentation: We include detailed information about illegal souvenirs and relevant laws in our pre-trip documentation, such as welcome packs and travel itineraries. This ensures that clients are aware of the regulations before they travel.
- Website Information: We have a dedicated section on our website that provides information on responsible travel practices, including guidelines for purchasing souvenirs and avoiding illegal products.
- Direct Communication: Our staff communicate verbally with clients during orientation meetings or upon arrival at the destination, highlighting the importance of respecting local laws and regulations.
- Examples:
 - In our pre-trip documentation, we provide a clear list of illegal souvenirs for each destination, including items such as ivory products, coral, endangered animal products, and artifacts.
 - We share real-life examples of illegal souvenirs and their consequences, such as fines or legal actions, to emphasize the importance of compliance with local laws.
 - Our staff actively engage with clients during tours to remind them of the regulations and encourage responsible souvenir shopping practices.

By implementing this policy and communication strategy, we aim to empower our clients to make informed and responsible choices while traveling and to contribute to the protection of local heritage and wildlife.

10.13 Local services and goods

At JSTRAVEL, we are committed to promoting the support of local businesses among our clients. Here's how we inform and encourage our customers to use local services and goods:

1. Clear Communication:

- We include information about local restaurants, shops, and businesses in our pre-trip documentation, such as travel itineraries and welcome packs. This helps clients become aware of the options available to them.
- Our staff verbally communicate with clients during orientation meetings or upon arrival at the destination, highlighting the benefits of supporting local businesses and encouraging them to explore local offerings.

2. Recommendations:

- We actively recommend local restaurants and shops to our clients based on their preferences and interests. This may include highlighting popular eateries known for authentic cuisine or recommending locally-owned boutiques and markets.
- We provide recommendations for projects with social or environmental missions, such as vocational training restaurants or charity shops, to further motivate clients to support initiatives that benefit the local community.

3. Emphasis on Local Economy:

- We emphasize the positive impact of supporting local businesses on the local economy, community development, and cultural preservation. By patronizing local establishments, clients contribute directly to the livelihoods of local residents and help sustain traditional industries.
- Our promotional materials and communications highlight the unique offerings of local businesses, showcasing the diversity and richness of the destination's culture and heritage.

4. Encouraging Responsible Tourism:

- We educate our clients about the principles of responsible tourism, emphasizing the importance of minimizing negative impacts and maximizing positive contributions to the destination. Supporting local businesses aligns with these principles and encourages responsible travel practices.

By effectively informing and encouraging our customers to use local services and goods, we aim to foster sustainable tourism practices that benefit both travelers and the communities they visit.

10.13 Sustainable transport options

At JSTRAVEL, we prioritize informing our customers about sustainable transport options in the destinations they visit. Here's how we ensure they are aware of local public transport issues:

1. Pre-Trip Documentation:

- We include information about local public transportation options in our pre-trip documentation, such as travel itineraries and welcome packs. This may include details about bus routes, train schedules, and subway maps, along with instructions on how to use them.

2. Online Resources:

- Our website features articles and blog posts highlighting sustainable transport options in various destinations. We provide practical tips and recommendations for using public transportation effectively and responsibly.

- We may also provide links to local transportation authority websites or mobile apps that offer real-time information on public transit routes and schedules.

3. Orientation Meetings:

- During orientation meetings or upon arrival at the destination, our staff brief clients on sustainable transport options available locally. They provide guidance on how to navigate public transportation systems and answer any questions clients may have.

4. Sustainable Driving Practices (if applicable):

- For clients embarking on driving vacations, we educate them about sustainable driving practices to minimize environmental impact. This may include tips on fuel-efficient driving, carpooling, and avoiding unnecessary idling.

5. Collaboration with Local Partners:

- We collaborate with local transportation providers to promote sustainable transport options to our clients. This may involve partnerships with eco-friendly taxi services, bike rental companies, or car-sharing programs.

By informing our customers about local public transport issues and promoting sustainable transport options, we empower them to make environmentally conscious choices during their travels.

10.14 Donations

At JSTRAVEL, we actively encourage our clients to support local charitable organizations and sustainable initiatives during their travels. Here are some examples of how we facilitate donations:

1. Partnering with Charitable Organizations:

- We establish partnerships with reputable local charitable organizations that align with our sustainability goals and focus areas, such as nature conservation, cultural preservation, and social projects.

- Through these partnerships, we provide our clients with information about the organizations and their initiatives, including their mission, impact, and how donations are utilized.

2. Donation Opportunities:

- During the booking process or throughout the tour, we inform our clients about opportunities to donate to our partner organizations.

- We may offer options for clients to include a donation as part of their tour package, or we provide information on how they can make direct contributions to the organizations.

3. Transparent Reporting:

- We ensure that the charitable organizations we partner with are transparent about their operations and finances.

- Clients receive clear information about how their donations will be used and the impact they will make in the local community or environment.

4. Encouraging Volunteering:

- In addition to monetary donations, we also encourage clients to consider volunteering their time and skills to support local initiatives during their travels.
- We provide information about volunteer opportunities available through our partner organizations or other local community projects.

5. Setting Up Our Own Foundation:

- We have already set-up our Foundation : Step-Asie <https://step-asie.org/> which aims to help underprivileged children in South-East Asia.

By encouraging donations and facilitating opportunities for clients to support local causes, we aim to foster positive social and environmental impacts in the destinations we operate in.

10.15 Complaints

At JSTRAVEL, we take complaints from our clients very seriously and have clear procedures in place to address them promptly and effectively. Our approach to handling complaints is as follows:

1. Informing Clients:

- We provide clear information to our clients on how they can submit a complaint. This information is typically included in our pre-departure documentation, on our website, and in our tour materials.

2. Designated Person:

- We have a designated individual or department responsible for receiving formal complaints from clients. This person is trained to handle complaints professionally and sensitively.

3. Recording and Assigning:

- Upon receiving a complaint, we record it internally in our complaint management system. If the complaint requires investigation or resolution by a specific department or individual, we assign it accordingly.

4. Acknowledgment and Investigation:

- We acknowledge receipt of the complaint promptly, typically within 24-48 hours. We then conduct a thorough investigation into the matter, gathering all necessary information and documentation.

5. Internal Consultation:

- Depending on the nature of the complaint, we may conduct internal consultations with relevant departments or stakeholders to gather additional insights or perspectives.

6. Communication and Resolution:

- Once the investigation is complete, we communicate with the customer to provide updates on the status of their complaint and offer a solution or resolution. We strive to address complaints in a fair, transparent, and timely manner.

7. Timely Resolution:

- Our goal is to resolve complaints as quickly as possible, typically within four weeks from the initial receipt of the complaint. However, we prioritize resolving complaints promptly while ensuring a thorough investigation and appropriate response.

By following these procedures, we aim to demonstrate our commitment to customer satisfaction and continuous improvement. We view complaints as valuable feedback that helps us identify areas for enhancement and ensure a positive experience for all our clients.

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