✓ CHECKLIST

2018 GDPR COMPLIANCE CHECKLIST FOR YOUR HOTEL

presented by: STAYNTOUCH® TRUSTYOU

ABOUT GDPR COMPLIANCE

There are only a few months to go until the May 25, 2018 compliance deadline for GDPR (General Data Protection Regulation)—the EU's comprehensive data protection measure. By this date, all organization will be required to demonstrate a "reasonable level" of personal data protection. When it comes to data security, there are few sectors as vulnerable to threats as the hotel industry so as hoteliers face a need for new systems, processes and technology, many are in need of some support.

If you haven't yet started, now is the time to put your GDPR readiness plan into action. To help, we have created this checklist to guide you and your team.

AWARENESS & PLANNING

✓ Assess all departments to identify how compliant their current processes are and notify all staff that use data of upcoming changes in policies, systems, handling and procedures.

✓ It might make sense to have your hotel assign a data protection officer or other official role.

✓ Train all data-handling staff and security team members on GDPR requirements. Collaborate to allocate resources and create an official project plan.
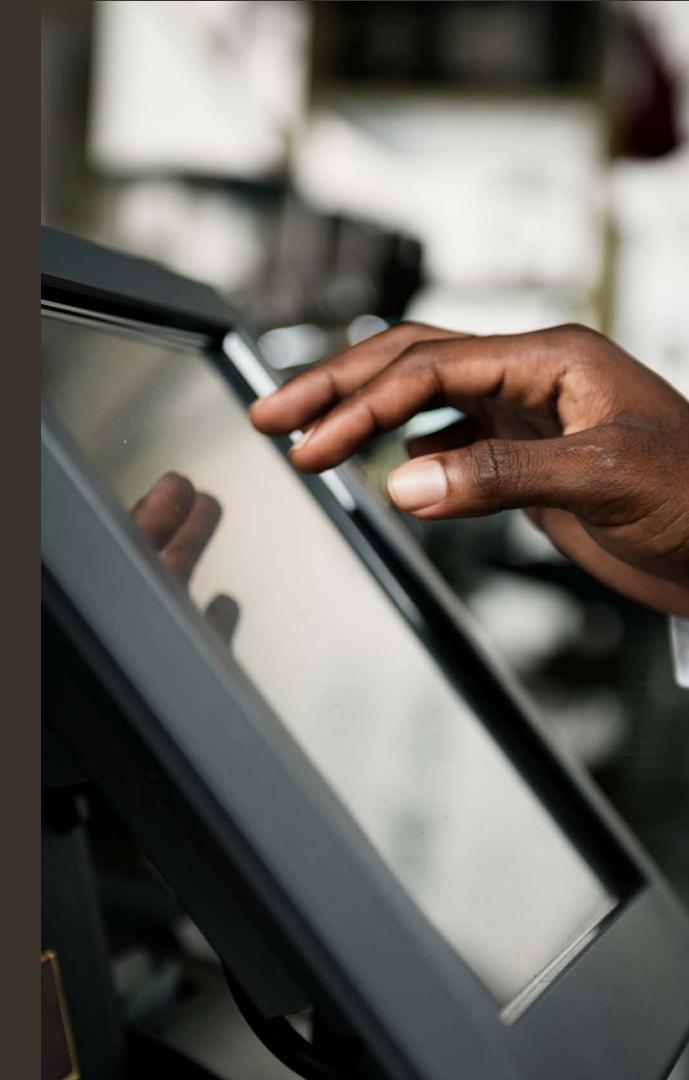
PROCESSES & SYSTEMS

✓ You need to map your inbound and outbound data flow and ensure you know where all your data comes from.

✓ Audit data practices and storage. GDPR specifies that data must have consent for use and should only be held as long as it is needed.

✓ Verify all third-party agreements and partners can comply with GDPR privacy requirements.

DATA PRIVACY & CONSENT

✓ Ensure you are transparent about the use, sharing and profiling of data. Guests should know what information you hold, how it was obtained, and request changes/deletions.

✓ Guests need to be provided with a place to provide consent for the collection and use of their personal data as well as be able to easily change/withdraw it.

✓ Update actions for detecting, investigating and notifying guest and authorities about a data breach. GDPR requires that your guests are informed within 72 hours if their personal data has been compromised.

TECHNOLOGY

✓ All new technology has privacy by design built-in. Whether you are upgrading existing systems, or specifying new systems, privacy should be built in by design.

✓ All data is securely stored and safely encrypted. Cloud-based systems are your best choice for security and compliance.

✓ Confirm you have the capability to erase all personal information, from every department, spreadsheet and system upon request.

POLICIES & PROCEDURES

✓ Update all your permission statements and Privacy Policies need to be easy for guests to access, understand, inquire about and change.

✓ Test and retest an individual's experience when requesting consent or seeking more information about your data use policies. This will make the process of seeking consent business as usual in engaging and building trust with your guests.

✓ Create templates for notifications, FAQs and responses to any guest inquiries and requests.

ABOUT STAYNTOUCH

StayNTouch is a "Software as a Service" hotel property management systems (PMS) company focused on developing solutions that help hotels raise service levels, drive revenues, reduce costs, and ultimately change the way hotels can captivate their guests. Developed with mobility in mind, the pioneering platform enables hotels to create long lasting relationships with their guests by delivering personalized service levels that today's guests require. StayNTouch operates on tablets and smartphones, empowering hotel employees to go above and beyond in exceeding guest expectations at every touch point.

Powering over 85,000 rooms globally, our game-changing solution frees hotels from the constraints of legacy or premise systems, dramatically streamlines operations, increases margins, and revolutionizes how front-line staff connect with guests. StayNTouch is a trusted partner to many of the most forward-thinking hotels, resorts, casinos and chains in the industry, including Yotel, Zoku Amsterdam, Valencia Hotels, The Freehand Hotels, First Hotels, Modus hotels and the Fontainebleau Miami Beach.

To learn more watch our video "THE NEW WAY... TO HOTEL!"

ABOUT TRUSTYOU

TRUSTYOU

TrustYou, the world's largest guest feedback platform, empowers hotels with solutions to drive more bookings and improve their hotel product. Through each phase of the guest journey, hotels can utilize guest feedback to enhance marketing, improve guest experiences, and achieve operational excellence. Guest feedback influences 95% of booking decisions. TrustYou Meta-Review, which incorporates hundreds of millions of hotel reviews, surveys, and social posts for over 500,000 hotels worldwide, powers guest reviews on dozens of travel sites, including Google, Kayak, and Hotels.com.*

These reviews help hotels to manage and improve their performance along each step of the guest journey, from booking and pre-stay search queries, to real-time guest requests via messaging, to post-stay feedback in the form of reviews and survey responses. Through the TrustYou partner program, PMS, CRM, IBE and other hotel software providers can integrate TrustYou's guest feedback platform into their products to help their hotel clients positively influence bookings and revenue.

Find more information on TrustYou and the guest feedback platform on www.trustyou.com.

*TrustYou Meta-Reviews only contain verified reviews and do not include reviews from TripAdvisor