



FOR-SIGHT

WE'RE READY

FOR-GDPR

ARE YOU?

On May 25th, 2018, GDPR will be brought in across the European Union. Its objective is to protect the rights of the individual with regards to how their personal data is gathered, stored and used.

GDPR compliance is especially important for the hotel industry as one of the most prolific processors of personal data. With a number of the larger global hotel chains experiencing credit card data breaches in the past year alone, General Data Protection Regulation watchdogs will be keeping a keen eye on many hotel's database procedures and practices.

So what changes can hotels expect GDPR to bring?

- Hotels will need to provide a logical, detailed and GDPR compliant plan. This will require reading up on some GDPR literature, and where better place than the EU GDPR Portal? (Link provided below)
- Any third party data processors will need to be contacted with regards to updating contracts & procedures
- Hotels may be asked what data they hold on their guests, by their guests, so they'll need a refined and organised database for such a purpose
- Hotels will have to act vigilantly regarding data procedures, stamping out any negligent/irresponsible data practices
- Guests (past, current or future) will need to be asked to opt-in to certain communications from the hotel, including an update of customer profiling. You've probably received these emails already from organisations you've previously subscribed to.

The above points are just some of the many tasks Hoteliers will now face under GDPR. Pretty daunting! Well, never fear, along with being direct booking & communication experts, we here at For-Sight also know a thing or two about GDPR and your upcoming compliance. We also hold both ISO 27001 Information Security Management and ISO 9001: 2015 Quality Management accreditations, meaning your data and procedures are safe in our hands.