Hospitality and customer data What hospitality companies need to do in preparation for the GDPR

(EU data privacy law)

What is the Why should

We are providing relevant points for hospitality businesses,

but cannot guarantee 100% accuracy and completeness.

Disclaimer: This infographic is not a substitute for legal advice.

1. The GDPR is new EU **Regulation** dealing with companies' use of customers' personal data.

GDPR?

- 2. It will become effective on 25 May 2018. 3. It will replace the Data Protection Act 1998 (DPA)
- which implemented the EU 1995 Data Protection Directive.
- 4. There's a bunch of things that hospitality businesses have to do to be ready. Harsh penalties may apply if you're not compliant!

Does this apply to me?

BREXITING?

we care?

Aren't we



en/index.htm

YES

personal data? (e.g. food

Do you have a website

Depends... Do you run a hospitality business?

Ummm... it's nice to or app where you collect

have you but... why are you here?

NO

these is a YES... ...then the GDPR applies to you. Read on...

If either one of

orders, table bookings, newsletter signups, but also IP addresses and mobile IDs)

Do you collect customer data offline? (e.g. business cards in a bowl, sign-up lists for newsletters)

You've been compliant with the DPA

few changes you'll have to adjust to.

so far. The GDPR brings with it a

Here's a selection.

included.

Understand Under the GDPR, data such as IP what "personal addresses (= your browser's unique data" means code) and mobile IDs are also

It's not just

HELLO

So what's on my To-Do List?

1. Be Compliant

name, phone number, email The GDPR introduces address "pseudonymisation" – if you manage

ANONYMOUS Huddle and Do a complete audit of how you manage the collection, processing and management of personal data.

to scramble the data in a way that someone can't be identified without additional info - then some of the below rules don't apply.

Know which kinds of personal data you hold Document and maintain records of your processing activities

comply with the GDPR

You will have to add to your privacy

personal data you collect.

that you are employing.

notice the lawful basis for processing the



Tell people

You will have to:

In Article 6 of the GDPR, there are several types of data processing mentioned. Your privacy notice will have to accurately include those

rage. And even then, you will keep sending. The GDPR requires you to seek explicit consent from your customers to store their personal data. Opt-outs (such as pre-ticked

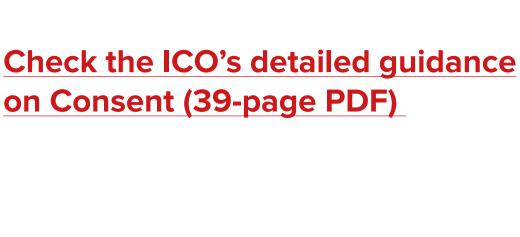
boxes) don't cut it any more.

This used to be different! The old

regulations allowed for implicit

and opt-out consent in some

Change from

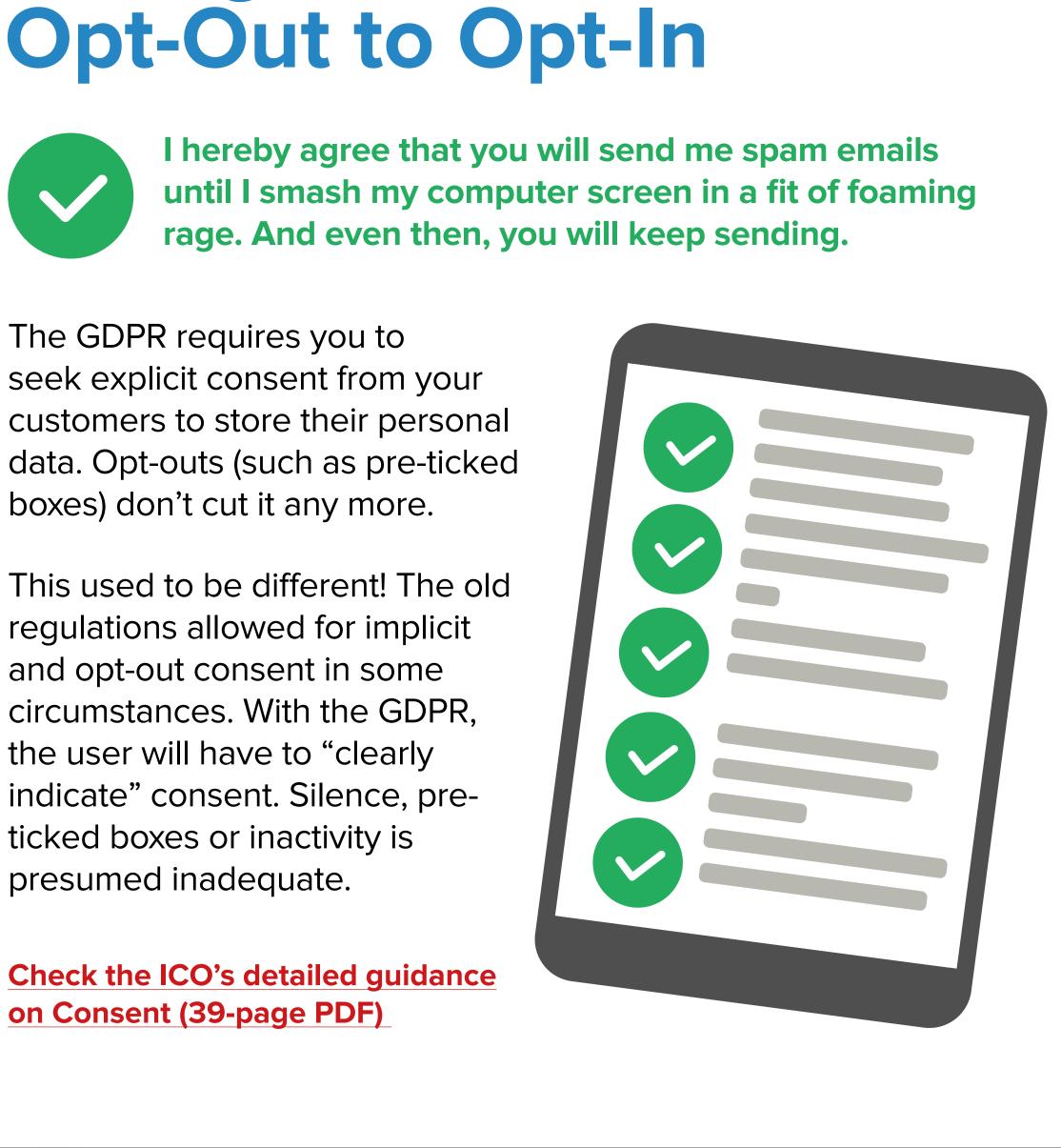


circumstances. With the GDPR, the user will have to "clearly indicate" consent. Silence, preticked boxes or inactivity is presumed inadequate.

Delete Data Obtained

Sad but true. You will have to delete any data you got through opt-out or tacit consent unless you get customers to consent again, this time through the GDPR opt-in method.

the Old Way



Think data breaches How will you respond when a breach happens? You will have to Learn which cases of breaches you have to report to the ICO (Art 33) and to the affected individuals (Art 34) • Put processes in place to prevent, detect, report and investigate breaches

2. Be Self-Aware

when dealing with aggregators.

Controllers

"determine the purposes and

means of the processing of

In most cases, you'll be the

Like when the collection

your establishment.

means of processing.

happens on your site or in

Because you decide on the

For example...

CONTROLLER.

personal data"

entities dealing with personal data:

Consider your role within your partner network.

The GDPR may further restrict your data access

Processors

"process data on behalf

of the controller"

But in some cases,

someone else.

WHO, you ask?

YOU'RE THE PROCESSOR

You'll be processing for

In Art. 4, the GDPR introduces two types of

OpenTable® deliveroo

Under the GDPR, aggregators will be responsible

The aggregators you work with may decide that your practices

And the little data they now share with you... or the rights they give you in regards to this data... ...will become less and less and less It's completely up to them! **And therefore:**

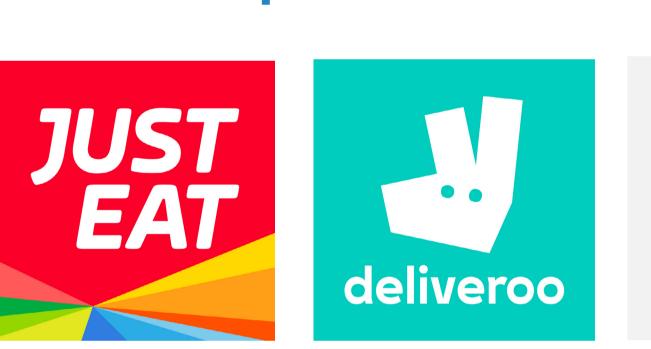
in-house.

GDPR requirements. Industry data has shown great variation in the levels of preparation that businesses have made. We believe a high number of small and independent outlets do not realise the impact the GDPR will have on them. Digitisation is transforming

the hospitality industry, but businesses that fail to understand

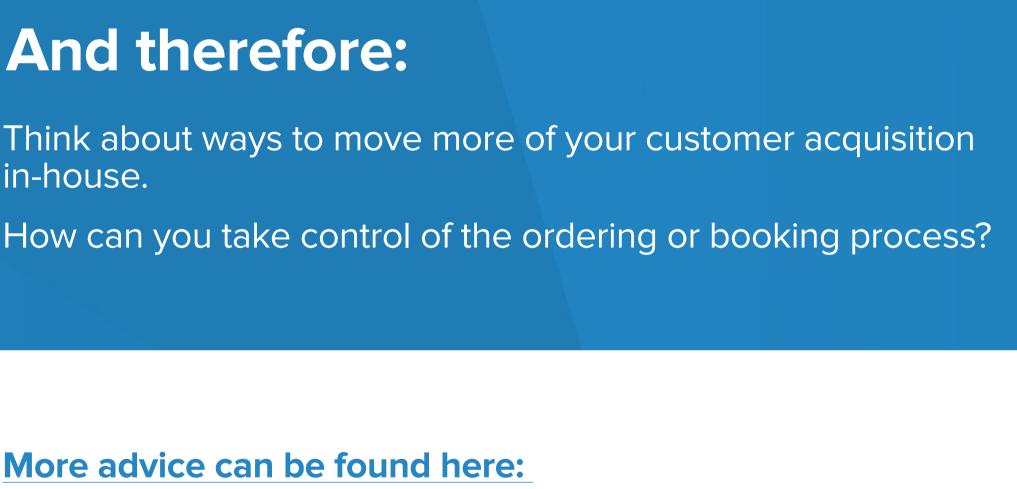
There will be many casualties from unprepared restaurants and restaurants/venues that fail to understand and, more importantly, adapt quickly to the new paradigm and regulations. Preoday wants to ensure that its clients are not among them. We have set up an advice line for businesses, GDPR@Preoday.com. We understand what the GDPR means for the hospitality industry

and we are committed to supporting businesses and providing them with solutions to help them become GDPR-compliant. We would be glad to help you as we already help our clients. The time



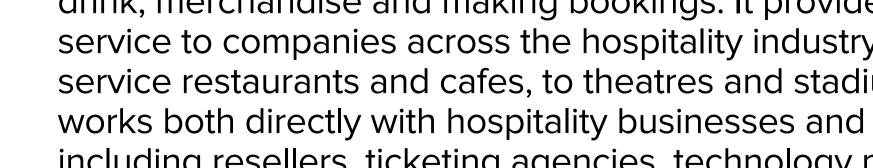
for mistakes their processors make.

are not good enough, for whatever reason.

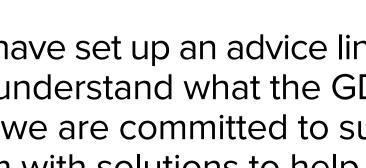


Preoday is committed to helping its clients understand and address

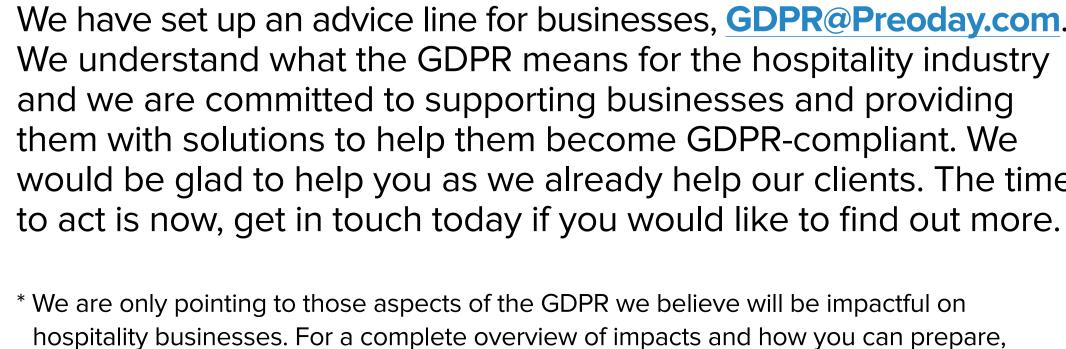
More advice can be found here: The **ICO's advice** on how businesses can prepare The original text of the GDPR Who we are Preoday builds e-commerce platforms for mobile and online service to companies across the hospitality industry, from quick



ordering along with strategic solutions such as GDPR compliancy services. Preoday enables hospitality businesses to offer branded online and pre- ordering facilities to customers purchasing food, drink, merchandise and making bookings. It provides a white-label service restaurants and cafes, to theatres and stadiums. Preoday works both directly with hospitality businesses and partners including resellers, ticketing agencies, technology providers and food tech start-ups. How we are supporting our clients with the GDPR



GDPR risk both heavy fines for non-compliance and also loss of ownership and control of customer data. With less than 10 months to comply with GDPR mandates, the time to act is now.



preoday

see the ICO's list.