



# Portal Guide for GDPR

The General Data Protection Regulation (GDPR)

# PLEASE NOTE

*This document and presentation is for technical informational purposes only. Nothing in this presentation is or may be construed as legal advice. Please consult with your legal counsel for questions with respect to your GDPR compliance requirements.*

*Proper use of CRS and CRM systems and their data is only one part of a hotel's GDPR compliance requirements. Consult your counsel for advice in becoming fully compliant.*

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# LET'S GET STARTED.

## What is the General Data Protection Regulation (GDPR)?

GDPR is a new all-encompassing data protection guideline protecting EU citizens that will go into effect on May 25, 2018.

## Why should I care?

Any of our hotel partners who target guests from the European Union, regardless of where their property is located, is subject to the GDPR. **Fines can be up to up to 4% of annual hotel/hotel group's worldwide revenue or €20 mm, which has many hoteliers worried about compliance.**

## What is PII?

PII is Personally Identifiable Information (examples: name, address, and phone number.)

## Do I have PII?

Yes. Digital Alchemy retains PII, such as name, address, and phone number.

# WHAT IS RELEVANT FOR HOTELIERS?

01

## CONSENT

Clear consent is required for each type of data use. No more “one size fits all” consent.

02

## RIGHTS OF THE DATA SUBJECT

Hotel guests have the right to request that their data be edited or deleted and have the right to request a copy of their data.

03

## DATA

Hotels should only retain data that is required and only for the minimum period necessary.

# DIGITAL ALCHEMY PORTAL GDPR CHECKLIST

## CONSENT

- Review your consents and check for alignment with GDPR best practices
- Set up any missing consents
- Develop a plan for your legacy consent data

## RIGHTS OF THE DATA SUBJECT

- Develop a process for fulfilling a guest's "Right to be Forgotten"
- Develop a process for fulfilling a guest's "Right for Information"
- Be familiar with how to delete and export guest data in all systems (not just Digital Alchemy systems) including but not limited to PMS and OTA's upon request

## DATA

- Update your Privacy Policy to align with GDPR best practices

# WHAT IS CHANGING IN THE PORTAL?

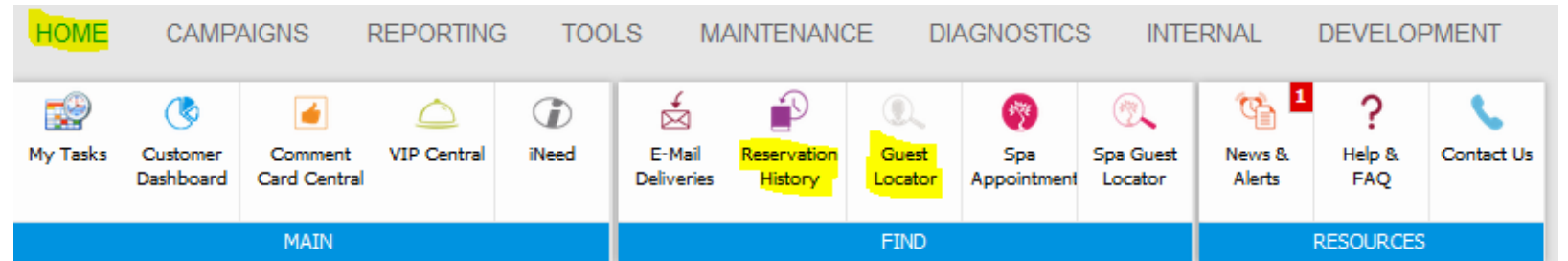
## Rights of the Data Subject

- Ability to export guest data
- Ability to delete an individual's PII at their request
- Ability to opt-in and opt-out an individual

# ABILITY TO EXPORT GUEST DATA

## PROVIDING A GUEST WITH THEIR PORTAL DATA

1. HOME ->
  - a) Reservation History (if guest has a reservation)
  - OR
  - b) Guest Locator (if unsure whether the guest has a reservation)
2. Search for the guest by either email address or name
3. Click on the View Guest Details icon



QUICK SEARCH:  ARRIVAL:  RESERVED:   Show CRM Events  
 E-MAIL ADDRESS:  DEPARTURE:  STATUS: (Select a Status)

**RESERVATION HISTORY**

[New Reservation](#) [Arrivals Today](#) [Departures Today](#) [In House](#) [Refresh](#)

ACTIONS	RESERVATION/ID	GUEST NAME	STATUS	RESERVED
	<a href="#">DF0689AKCMG4A68R</a>	-	Reserved	Tue, Mar 28, 2017

RC email was excluded on **Wed, Mar 29, 2017 @ 06:34 AM** per rule: Exclusion: Market: INT

**GUEST LOCATOR** - Use the Guest Locator to find guests by profile, reservation, name, or e-mail address.

Guest IDs	Guest Name	City	State/Prov	Postal Code	Reservations
767 WW0685GYB39H3B6A	[REDACTED]	Quezon City		1103	1
767	[REDACTED]				2



# ABILITY TO EXPORT GUEST DATA, cont'd.

4. Select the Profile tab under Guest Details
5. Under GDPR Compliance, Select Download Personal Data
6. Save the file

GUEST DETAILS - This is the overview of the guest's profile, including e-mail and reservation history.

Overview Profile Reservations CRM Mail Marketing Mail Comment Cards

Guest ID: Tracking ID: VIP Code:

First Name: Last Name: Birthday:

Address Line 1:

Address Line 2:

City: State: Zip: Country:

Phone (Home): Phone (Work): Phone (Cell):

E-Mail Address 1:  
sngobe.725249@guest.booking.com

E-Mail Address 2:

Apply

**GDPR COMPLIANCE**

**Status**

- Guest does not want to receive promotional emails.

**Action**

Set Guest Opt-In Now

Delete Personal Data

Download Personal Data

**Consent History**

# ERASING A GUEST'S DATA

## DATA MUST BE DELETED BY HOTEL

1. HOME ->
  - a) Reservation History (if guest has a reservation)
  - OR
  - b) Guest Locator (if unsure whether the guest has a reservation)
2. Search for the guest by either email address or name
3. Click on the View Guest Details icon

QUICK SEARCH:  ARRIVAL:  RESERVED:   Show CRM Events  
 E-MAIL ADDRESS:  DEPARTURE:  STATUS: (Select a Status)

**RESERVATION HISTORY**

[New Reservation](#) [Arrivals Today](#) [Departures Today](#) [In House](#) [Refresh](#)

ACTIONS	RESERVATION/ID	GUEST NAME	STATUS	RESERVED
	<a href="#">DF0689AKCMG4A68R</a>	-	Reserved	Tue, Mar 28, 2017

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# ERASING A GUEST'S DATA, cont'd.

4. Select the Profile tab under Guest Details
5. Under GDPR Compliance, Select Delete Personal Data
6. Delete Request Status will Update
7. Cancel Delete Request button will only appear for 72 hours after the initial request is made

GUEST DETAILS - This is the overview of the guest's profile, including e-mail and reservation history.

Overview Profile Reservations CRM Mail Marketing Mail Comment Cards

Guest ID: Tracking ID: VIP Code:

First Name: Last Name: Birthday:

Address Line 1:

Address Line 2:

City: State: Zip: Country:

Phone (Home): Phone (Work): Phone (Cell):

E-Mail Address 1:  
sngobe.725249@guest.booking.com

E-Mail Address 2:

Apply

**GDPR COMPLIANCE**

**Status**

- Guest does not want to receive promotional emails.

**Action**

Set Guest Opt-In Now

**Delete Personal Data**

Download Personal Data

**Consent History**

**GDPR COMPLIANCE**

**Status**

- Guest does not want to receive promotional emails.
- Guest wants personal data to be deleted.

**Action**

Set Guest Opt-In Now

**Cancel Delete Request**

Download Personal Data

# UPDATING A GUEST'S OPT-IN STATUS

## GUEST OPT-IN MUST BE DONE BY HOTEL

1. HOME ->
  - a) Reservation History (if guest has a reservation)
  - OR
  - b) Guest Locator (if unsure whether the guest has a reservation)
2. Search for the guest by either email address or name
3. Click on the View Guest Details icon

QUICK SEARCH:  ARRIVAL:  RESERVED:   Show CRM Events  
 E-MAIL ADDRESS:  DEPARTURE:  STATUS: (Select a Status)

**RESERVATION HISTORY**

ACTIONS	RESERVATION/ID	GUEST NAME	STATUS	RESERVED
	<a href="#">DF0689AKCMG4A68R</a>	-	Reserved	Tue, Mar 28, 2017

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# UPDATING A GUEST'S OPT-IN STATUS, cont'd.

4. Select the Profile tab under Guest Details
5. Under GDPR Compliance, Select Set Guest Opt-In Now

GUEST DETAILS - This is the overview of the guest's profile, including e-mail and reservation history.

Overview Profile Reservations CRM Mail Marketing Mail Comment Cards

Guest ID: Tracking ID: VIP Code:

First Name: Last Name: Birthday:

Address Line 1:

Address Line 2:

City: State: Zip: Country:

Phone (Home): Phone (Work): Phone (Cell):

E-Mail Address 1:  
sngobe.725249@guest.booking.com

E-Mail Address 2:

Apply

**GDPR COMPLIANCE**

**Status**

- Guest does not want to receive promotional emails.
- Guest wants personal data to be deleted.

**Action**

Set Guest Opt-In Now

Cancel Delete Request

Download Personal Data

# UPDATING A GUEST'S OPT-OUT STATUS

1. HOME ->

a) Reservation History (if guest has a reservation)

OR

b) Guest Locator (if unsure whether the guest has a reservation)

2. Search for the guest by either email address or name

3. Click on the View Guest Details icon

The dashboard features a top navigation bar with tabs: HOME (highlighted), CAMPAIGNS, REPORTING, TOOLS, MAINTENANCE, DIAGNOSTICS, INTERNAL, and DEVELOPMENT. Below this is a grid of icons for various functions: My Tasks, Customer Dashboard, Comment Card Central, VIP Central, iNeed, E-Mail Deliveries, Reservation History (highlighted), Guest Locator (highlighted), Spa Appointment, Spa Guest Locator, News & Alerts (with a red notification badge), Help & FAQ, and Contact Us. The grid is organized into three columns: MAIN, FIND, and RESOURCES.

QUICK SEARCH:  ARRIVAL:  RESERVED:   Show CRM Events  
 E-MAIL ADDRESS:  DEPARTURE:  STATUS: (Select a Status)

**RESERVATION HISTORY**

ACTIONS	RESERVATION/ID	GUEST NAME	STATUS	RESERVED
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Guest IDs	Guest Name	City	State/Prov	Postal Code	Reservations
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# UPDATING A GUEST'S OPT-OUT STATUS, cont'd.

4. Select the Profile tab under Guest Details
5. Under GDPR Compliance, Select Cancel Guest Opt-In Now

GUEST DETAILS - This is the overview of the guest's profile, including e-mail and reservation history.

Overview Profile Reservations CRM Mail Marketing Mail Comment Cards

Guest ID: Tracking ID: VIP Code:

First Name: Last Name: Birthday:

Address Line 1:

Address Line 2:

City: State: Zip: Country:

Phone (Home): Phone (Work): Phone (Cell):

E-Mail Address 1:  
sngobe.725249@guest.booking.com

E-Mail Address 2:

Apply

**GDPR COMPLIANCE**

**Status**

- Guest has opted in and wants to receive promotional emails.
- Personal data deletion request has been canceled.

**Action**

Cancel Guest Opt-In Now

Delete Personal Data

Download Personal Data



# QUESTIONS?

Please email [customercare@digital-alchemy.com](mailto:customercare@digital-alchemy.com) or call 817.204.0840.

THANK YOU