



PII CODE OF CONDUCT

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About HTNG

Hotel Technology Next Generation (HTNG) is a non-profit association with a mission to foster, through collaboration and partnership, the development of next-generation systems and solutions that will enable hoteliers and their technology vendors to do business globally in the 21st century. HTNG is recognized as the leading voice of the global hotel community, articulating the technology requirements of hotel companies of all sizes to the vendor community. HTNG facilitate the development of technology models for hospitality that will foster innovation, improve the guest experience, increase the effectiveness and efficiency of hotels, and create a healthy ecosystem of technology suppliers.

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Code of Conduct for the Collection, Management, Protection of PII within the Hospitality Industry

This Code of Conduct reflects our commitment to protect the information we hold about every guest. It is based on a consensus within the Hotel Industry and was formulated through HTNG, an association of hotel companies and suppliers to the industry.

1. We are responsible for safeguarding guest information.
2. We make safeguarding your information the responsibility of each and every member of our organization.
3. We train employees to follow our procedures for protecting guests' information.
4. We require our business partners to protect guests' information as we do.
5. We enforce compliance with our policies.
6. We regularly update our policies and procedures to best protect every guests' information.
7. We make our policies that apply to guest information easily accessible to every guest.
8. We use clear language to inform guests and make the information about the data we collect easily accessible.
9. We allow guests to review the information we store about them.
10. We allow guests to easily request corrections to their information and we will inform them of the status of the requested change.
11. We allow guests to request removal of any data that is no longer required to be kept.
12. We clearly communicate how long we keep every guest's information.
13. We use the information for the purposes for which it was specifically gathered.
14. We request consent from guests to use their information for purposes other than the primary business need.
15. We may share guest information in belief that such action is necessary to comply with the laws of our jurisdiction, protect and defend the rights our businesses and associates or to protect the personal safety of our personnel or members of the public in appropriate circumstances.
16. We comply with all applicable laws including those that apply to data collection, transfer, storage, jurisdiction and retention.
17. We communicate information about security issues in a timely fashion.
18. We address security issues promptly and appropriately.