



PII FOR HOSPITALITY GUIDELINES

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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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Guidelines for the Collection, Management and Protection of PII

These guidelines serve a dual purpose, as both a common set of guidelines for the Hotel Industry to follow for the collection, management and protection of Personally Identifiable Information (PII) and as Implications of the Principles defined in the document "Principles for Handling Personally Identifiable Information". The "Hotel Industry PII Code of Conduct" is based on these Principles and Guidelines.

1. Individuals own their data; we are responsible for taking reasonable actions to safeguard guest information. We collect it for the mutual benefit and convenience of our guests, employees, partners, and ourselves and use it only for the purpose(s) for which it was specifically gathered unless otherwise permitted by the individual. (Principles: A, C, D, E)
2. Safeguarding PII is the responsibility of each and every member of our organization. From the executive level down, we are committed to the protection and ethical management of personal information. (Principles: D)
3. We continually evaluate our organization's processes for gathering, managing, protecting, and disposing of PII, making adjustments as (potential) issues are discovered and as external circumstances change. (Principles: D, B)
4. To the extent permitted by governing authorities and our data security partners, we are transparent and non-defensive about problems when they are discovered and take prompt and appropriate action to notify all affected individuals. (Principles: B, C, D, E)
5. We train employees at every level on a recurring basis to ensure they understand and have the tools to comply with our PII policies. We enforce compliance with our policies and make the consequences of violation very clear. (Principles: D)
6. We use clear, prominent and easy-to-understand language to inform individuals of: our PII policies, our obligations to protect their PII and their own responsibilities with respect to protecting their PII. (Principles: C)
7. Should we be required to transfer data out of an individual's native governmental jurisdiction, we will do so in compliance with the laws of that jurisdiction and with the informed consent of said individual. (Principles: B, C, D)
8. We provide individuals with easy, transparent and secure ways to consent to the collection, use and disclosure of their PII. (Principles: A, C, E)
9. We provide individuals easy and secure methods to opt out of, review, modify and delete the PII we retain, subject to statutory requirements and requirements associated with mutual business obligations. This applies equally to information that we receive directly from an individual and to information obtained from third parties (for example, data brokers or market analytics companies). (Principles: A, B, E)

10. We require our business partners and suppliers to comply with our policies regarding PII as a condition of doing business with us. We monitor these relationships to verify that our policies are being followed and have clearly outlined how we deal with violations. (Principles: E)
11. We clearly communicate a data retention policy to our guests. Within the policies, archival periods may vary according to the purpose for which the data is collected and the governmental jurisdiction, but in all cases will be transparently specified. (Principles: B, C, D)