



PII FOR HOSPITALITY INTRODUCTION

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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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Introduction

The hospitality industry has come together through HTNG's Personally Identifiable Information Workgroup to produce a common Code of Conduct that can be adopted to show a company's commitment to protect the Personally Identifiable Information (PII) of their guests. Included with this Code of Conduct is the set of Principles and Guidelines used to establish the Code of Conduct and a self-assessment to help an organization determine if they are ready with the practices needed to conform to the code.

The Principles and Guidelines assist hotels and vendors in defining the key practices and processes within their organizations for collecting, managing and protecting the information about their guests. The Self-Assessment is a useful tool to continuously evaluate the organization's adherence to these principles. The Code of Conduct is a public statement to customers that these principles have been adopted as a commitment to guests and customers to protect their information.

The documents included in this body of work are:

- **Hospitality Industry PII Code of Conduct** – A public statement to your guests and customers that you follow the Principles and Guidelines reflected in the code.
- **Principles for Handling Personally Identifiable Information** – A set of principles guiding organizational behavior and decision making in regards to the collection, management, and protection of PII.
- **Hotel Industry Guidelines for the Collection, Management and Protection of Personally Identifiable Information** – A collection of guidelines and practices, based on the principles.
- **Self-Assessment PII Audit for Hotels and Vendors** – A tool to evaluate a company's ability to adhere to the guidelines and adopt the Code of Conduct.