



PII FOR HOSPITALITY PRINCIPLES

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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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Principles for Handling PII

Principles are general rules that provide guidance for decision making and establishing a basis for consistent practices across organizations. Each principle should consist of four parts:

- A Name representing the essence of the principle
- A Statement of the principle that briefly and accurately communicates the fundamental rule
- A Rationale providing the reason for adopting the principle
- Implications that highlight what is needed to comply with the principle

This document provides a set of common principles for the collection, management and protection of guests' Personally Identifiable Information (PII) that has been agreed upon by members of HTNG. The Name, Statement, and Rationale for each Principle is stated herein, leaving the Implications for a separate Guidelines document. The common Principles are:

A. Ownership Principle

- We recognize that guests own their data and should have a say in how it is used.

Rationale:

- ❖ A guest is providing us their information and we accept the responsibilities on the use and protection.

B. Regulatory Compliance Principle

- We obey rules and regulations required by governments and other agencies on guest information.

Rationale:

- ❖ Governments and regulatory bodies impose and enforce data protection rules.

C. Transparency Principle

- In clear and concise terms, we share with the guest the data we hold about them and how it's being used.

Rationale:

- ❖ It's the guests' data.

D. Stewardship Principle

- We are committed to being good stewards of guest data by protecting that data and responding to issues in a timely fashion with a sense of urgency.

Rationale:

- ❖ This is our responsibility and in our best interest.

E. Partners Principle

- We select partners that share our commitment to protect our guests' data

Rationale:

- ❖ The majority of business is conducted by multiple organizations working together, which assures the guest's data is protected.