



## GuestTek™ & GDPR

### **What is GDPR?**

GDPR, the 'General Data Protection Regulation', is an EU regulation coming into effect on May 25, 2018, and it will replace the EU's Data Protection Directive (1995). It concerns the protection of personal data and the rights individuals have to their information. The EU wants to give people more control over how their personal data is used. Personal data is any information related to a natural person or 'Data Subject', that can be used to directly or indirectly identify the person. It can be anything from a name, a photo, an email address, bank details, posts on social networking websites, medical information, or a computer IP address.

The new regulation introduces tougher fines for non-compliance and breaches (up to 4% of total annual Revenue or 20 Million €, whatever is higher), and gives people more say over what companies can do with collected data. It also makes data protection rules more or less identical throughout the EU.

### **How does this affect your business?**

This law will affect global hospitality chains, vendors and trading partners who conduct business within the European region, whether or not they are located in the European region.

'Controllers' and 'processors' of data need to abide by the GDPR. 'Controller' is the natural or legal person, agency, public authority, or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. A 'processor' means a natural or legal person, Agency, public authority or other body which processes personal data on behalf of the controller. Even if controllers and processors are based outside the EU, the GDPR will still apply to them so long as they're dealing with data belonging to EU residents.

The legislation came into effect in May 2018, and Controllers must ensure personal data is processed transparently, lawfully and for a specific purpose. Once that purpose is fulfilled and the data is no longer required, it should be deleted.

### **What is GuestTek™ doing to be compliant to GDPR**

As a global leader in broadband technology and interactive solutions for the hospitality industry since 1997, Personal Data, Privacy & Information Security is a key area for us. GuestTek™ is accredited with ISO 9001 (Quality Management System) and ISO 27001 (Information Security Management System) and is committed to ensuring that privacy is protected. GuestTek™ offers GDPR-compliant HSIA services where we are the data controller and when processing personal data on behalf of our clients. A workgroup of experts from all departments, lawyers and external consultants are working constantly on compliancy with the new regulation. If you have questions, please contact our experts: [GDPRinfo@Guest-Tek.com](mailto:GDPRinfo@Guest-Tek.com). (This is a living document and we are working to expand it in key areas)