

ORACLE®



Preparing for GDPR: How Oracle Hospitality Can Help



INTRODUCTION

The desire of hospitality guests to receive personalized experiences has never been greater, yet it is matched by an intense concern for protecting the privacy and security of their personal data. In the context of what some view as seemingly contradictory marketplace dynamics, the EU General Data Protection Regulation (GDPR) is raising questions for and placing new requirements on hospitality companies globally.

Compliance efforts demand insight into your data processing activities and the ability to enforce security controls wherever this data resides.

Oracle Hospitality is here to help.



A GDPR PRIMER

Rapid technological developments and globalization over the past 20 years have brought new challenges for the protection of personal data. To address this situation, GDPR is an updated data protection regulation with comprehensive privacy and security requirements intended to strengthen and standardize data protection across the EU.

GDPR – set to take effect on **May 25, 2018** – broadly affects all organizations, government agencies and companies throughout the world that collect or use the personal data of EU residents.

Under GDPR, there are stronger responsibilities for both “data controllers” and “data processors.” Hospitality vendors who collect and process personal data from their guests are data controllers. Providers of IT and data-processing services, such as Oracle, typically function in the role of a “data processor” who processes personal data on *behalf* of the data controller.

WHO?

Who does GDPR apply to? The GDPR applies to all organizations that process personal data of EU residents regardless of geographical location (i.e., it can apply to organizations outside EU)

WHAT?

What data needs to be protected? Organizations need to protect the “personal data” of EU residents. Personal data is broadly defined as any information relating to an identified or identifiable individual

HOW?

How to achieve compliance: Organizations need to meet their applicable obligations and responsibilities as controllers and/or processors

WHY?

Why you need to be compliant: Non-compliant organizations are subject to administrative fines of up to €20 million or 4% of a company’s global turnover (gross revenue), whichever is greater.



TRUSTING ORACLE HOSPITALITY

Oracle Hospitality is committed to helping you meet your GDPR obligations, and has more than 40 years of experience in the design and development of secure database management, data protection and security solutions.

Oracle Cloud Applications customers can take advantage of Oracle's vast experience in the cloud. Over the years, Oracle has invested the resources and designed controls and processes to expertly develop and manage its applications, databases, servers and infrastructure across the entire cloud technology stack. Oracle gives its customers a SaaS advantage by offering the most complete suite of cloud applications – designed to be secure at every layer – for the entire business. Oracle Cloud Applications can help reduce risk and offer simplicity, with one set of policies and standards for your business processes. In a constantly changing regulatory landscape, Oracle Cloud Applications can help your organization address regulatory compliance more efficiently and easily.

Preparing for GDPR: **Our Updated Data Processing Agreement for Cloud**

For our cloud customers, we already have updated the Oracle Cloud Data Processing Agreement (DPA) in anticipation of answering customer questions and requirements that are likely to surface from the new regulation. The updated agreement describes in greater detail how we handle customer personal data when we provide our broad range of cloud services to our customers. **Download a copy of the revised DPA on the Oracle Cloud Contracts resources page available here.** Also available on the same page is a Statement of Changes identifying where we describe the changes to the updated DPA and map them to specific GDPR information requirements for data processing agreements.



PRODUCTS IN SCOPE

As is consistent with many other Oracle Products, privacy and security documentation is being created for many products in the Oracle Hospitality portfolio. In some cases, new features have been created, while in others, version and product-specific solutions may include a combination of leveraging existing functionality, workarounds, and software updates. There may be some version and product-specific exceptions. **This documentation will be posted in MyOracleSupport as they become available.**



Based on our experience and technological capabilities, Oracle is committed to providing customers expert guidance in regards to its Hospitality solutions in order to help them achieve GDPR compliance.

CONCLUSION



Hospitality companies should therefore have a clear strategy and action plan to address GDPR requirements with the **May 25, 2018** deadline in mind.

Non-compliance with GDPR can result in heavy fines and increased regulatory actions. More importantly, significant breaches can damage a hospitality company's brand, value and reputation. Protecting the brand now requires collecting personal data by demonstrating compliance consistently – and adhering reliably to the GDPR principles of privacy and security.

The path towards GDPR compliance involves a coordinated strategy that engages different organizational entities (including security, IT, legal, human resources, marketing and others). Hospitality companies should therefore have a clear strategy and action plan to address GDPR requirements with the May 25, 2018 deadline in mind.

To provide additional assistance, Oracle also has prepared an online library with various resources designed to help our customers leverage Oracle security solutions when developing their GDPR compliance program. **Please visit the Oracle GDPR Resource Center here: <https://www.oracle.com/uk/corporate/features/gdpr.html>**

ABOUT ORACLE HOSPITALITY



Oracle Hospitality brings 40 years of experience in providing technology solutions to food and beverage operators and hoteliers. We provide hardware, software, and services that allow our customers to deliver exceptional guest experiences while maximizing profitability. Our solutions include integrated point-of-sale, loyalty, reporting and analytics, inventory and labor management, all delivered from the cloud to lower IT cost and maximize business agility.

For more information about Oracle Hospitality, please visit www.Oracle.com/Hospitality



+1.800.633.0738

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Oracle Corporation
World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065
U.S.A.



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