



SEVENROOMS

# GDPR Compliance: What You Need to Know

## WHAT IS THE GDPR?

The **General Data Protection Regulation** is a European law on information privacy that was established to strengthen EU data protection as it applies to individual rights. It was officially approved in 2016 by the European Commission, with a two-year grace period that is ending.

As of May 25, 2018, any company based inside or outside of the EU that collects data on EU individuals could be fined for noncompliance up to €20 million or 4% if global annual turnover.

## WHAT DOES IT REQUIRE?

As a controller of data, you need to:

- Know the definition of personal data: (n.) Any information that is able to identify an individual – either on its own or in conjunction with other data. Examples include name, identification number, physical address, email address, phone number, picture, etc.
- Understand the rights that the GDPR gives an individual: The right to be forgotten, the right of access, the right to restriction of processing, the right to be informed, the right to object, the right to rectification, and data portability.
- Make sure your company has a clear plan of action to give any EU requester access to the data you've collected, to delete any data, and to collect data with the proper opt-ins.

## WHAT PERSONAL DATA COULD YOU BE COLLECTING WITH SEVENROOMS?

- First and last name
- Phone number
- Preferences or allergies
- Birthday or Anniversary
- Picture
- Email address
- Mailing address

## HOW DOES IT RELATE TO MY USAGE OF SEVENROOMS?

**The right of access:** If a guest requests the information that you have on him or her, you are expected to export and send that data within 1 month of their request.\*

**The right to be forgotten:** If a guest requests that you delete him or her from your database, you need to be able to do that within 1 month of their request.\*

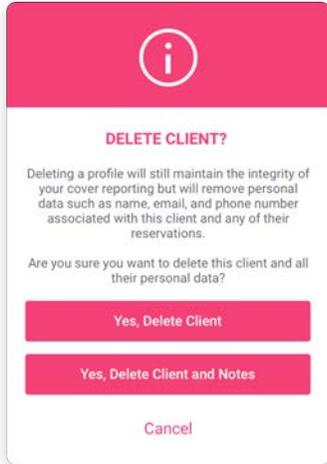
**The right to restriction of processing:** You must gather explicit consent from EU citizens before opting them into marketing.

\*The exceptions to the rule are that, if you either doubt that the individual is who he or she says, or if their request is excessive or costly, you can request additional information to confirm their identity, charge a fee, or refuse the request. That said, the burden is on you to prove that their identity is questionable or that the request is unfounded or excessive.

# HOW IS SEVENROOMS KEEPING ME COMPLIANT?

SevenRooms is fully committed to protecting the data security of all individuals. To do this, we have added new product features for release on or before May 25, 2018. These features enable our clients to fully comply with the GDPR and include:

## Ability to Delete A Client Profile



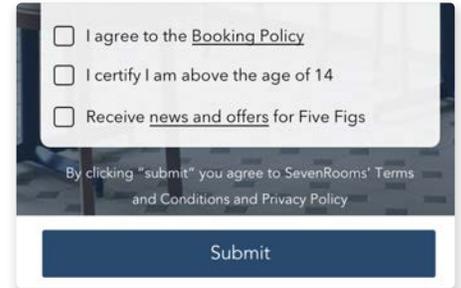
## New Opt-Ins for Venues & Groups

### Marketing opt-in

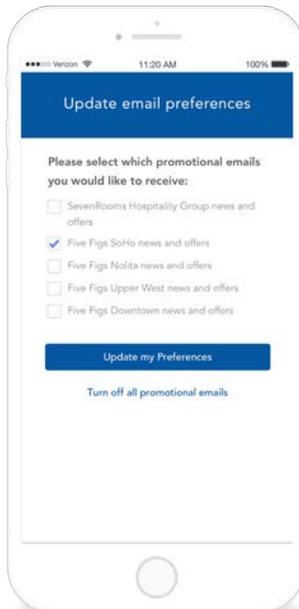
- Sevenrooms Hospitality...
- Five Figs SoHo
- Five Figs Upper West
- Five Figs Hamptons
- Five Figs LA Outpost...

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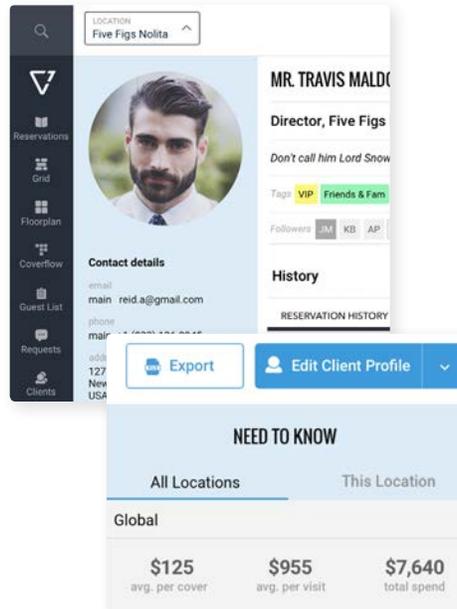
## Ability to Add New Checkbox Option for Minimum Age of Consent



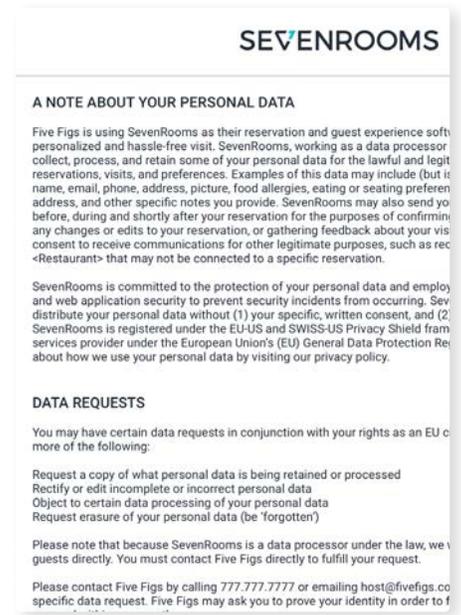
## New Subscription Center Link in Confirmation Emails



## Ability to See And Export Guest Data, If Requested



## Link To GDPR Landing Page On Your Widget



*Disclaimer: This content is for informational purposes only. It is intended to inform SevenRooms' customers of how GDPR compliance as it relates to us as a processor and them as a controller of data within our platform. You should work closely with your legal counsel to fully understand how this regulation affects your business as an individual entity.*

For questions,  
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