

Hospitality Sector: Data Protection Compliance

Firebird has years of experience delivering data protection compliance services to organisations across the UK. Growing your business in the hospitality space, you'll need to understand client-data and use it effectively. Working with us reduces the likelihood of regulatory fines and claims for compensation related to data protection incidents. Taking advantage of our support can enhance your understanding of your clients' data, improve their trust in you and increase your efficiency.

Our in-house expert

Charlotte Staples, our in-house privacy expert for the hospitality sector, has worked with some of the most successful businesses in the hospitality space (including Harrods). Her experience spans from Michelin-starred restaurants and exclusive members' clubs, to pop-up cafes and unique lifestyle experiences. Charlotte specialises in delivering robust privacy management support for businesses that wish to leverage the full potential of personal data for commercial success.



Improve your privacy compliance in 5 simple steps:

Educate your staff

The number 1 cause of a data breach is human error and this can be particularly common in the hospitality sector, front of house staff with high turnover can unintentionally cause data breaches or miss data protection complaints with serious consequences. Frequent, targeted training and awareness can minimise the chances of this happening.

Keep client data secure

You have a legal obligation to keep personal data secure. This means you must know where your client data is stored, who has access to it and check there is appropriate security in place. You are also responsible for the use of personal data carried out on your behalf by any external companies you work with, such as those that manage your bookings. It's important to carry out checks on any other company you share data with, as you could be held responsible for their actions if they misuse it or fail to keep it secure.

Check your consents

It is important to ensure that your consent to communicate with your clients is up to date and appropriately managed. Consent doesn't last forever, you must be able to demonstrate how you update consents and give clients a reminder of their right to opt-out. We provide expert advice on how to meet this requirement whilst maintaining a valuable relationship with your clients.

Review your privacy notice

When you collect people's data you must tell them how you are going to handle and use their data and what rights they have (amongst other things). You need to publish this on your website and include information on how to access it on your data collection forms. If you use CCTV or other tracking technology in your commercial-owned space, you must have signage in place which directs visitors to your full privacy notice. Having a clear privacy notice helps show you take your data protection obligations seriously and builds trust in your brand.

Mystery-Shopper Audits

Even a highly educated workforce can make mistakes, regular front of house audits are important to make sure your customers are receiving the standard of data protection they deserve.

Contact us

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 01392 344392

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Keeping Compliance Simple

Firebird's Services

Firebird offers a range of bespoke services to help organisations meet their legal obligations under the UK and EU data protection laws. Our team has decades of combined experience in the field and supports hospitality businesses of all sizes.

Our expert services:

Outsourced Data Protection Officer Service

This comprehensive service provides your business with a dedicated Data Protection Officer, who works closely with you to build and maintain a robust data protection framework, to evidence your compliance with the data protection laws and reduce the risk of receiving fines, compensation claims, complaints or reputational damage for not handling personal data appropriately and securely.



Firebird
Data Protection Consultancy Ltd



Direct Marketing and Website Cookie Compliance

If you send direct marketing emails, phone calls or texts to market your services you must comply with the Privacy & Electronic Communications Regulations (PECR) as well as the data protection laws. Clinics must also comply with the PECR rules if their website uses 'Cookies'. Failure to comply with these laws can lead to large fines, compensation claims and reputational damage. Our experts carry out an assessment and provide a recommendations report.

Data Protection Audit and Privacy Toolkit

Our most popular option, this service includes a data protection audit to assess your compliance with the data protection laws and a comprehensive report which identifies your compliance achievements, as well as recommendations for improvement. We're all about providing solutions, so this package also provides a Privacy Toolkit full of essential templates, policies, guides and training to help you meet your 'evidence' requirements and demonstrate to clients that you take your compliance duties seriously.

Employee Data Protection Training

Businesses handling personal data must provide their employees with appropriate training on how to manage this data fairly, lawfully and securely. Employee training is essential to give your clients the reassurance they need that their data is safe in your hands. Our training is practical based and easy to understand and can be delivered in-person or remotely. We pride ourselves on our ability to deliver fun, relevant, and engaging training sessions.

Expert Advice Helpline

Our experts provide advice on all matters relating to data protection compliance, ranging from buying direct marketing contact lists; how to store client data securely; through to how to handle a serious personal data security breach, client request for access to their data, or complaints regarding the handling of personal data.

Contact Firebird

We'd love to hear from you and arrange a friendly chat about how we can support you to reduce your risk of regulatory fines and customer complaints, provide assurance that the controls you have in place are effective and build trust within your brand.

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