



INVITATION

SEMINAR CONCERNING PERSONAL DATA PROTECTION (GDPR) FOR HOTEL BUSINESS

WHEN: 4th of October 2017
TIME: 9:00 a.m. - 12:00 a.m.
WHERE: Dock 1, Voctářova 2449/5, Praha 8 (EveryDay, ground floor)
COST: free

**Caution, the new European regulation on the protection of personal data
applies already from 25th of Mai 2018!**

Why is this important for you?

**Because in case of any breach of the GDPR directive you can be fined in an
amount of up to 20 Million EUR or 4% of a brand's total global annual turnover
(whichever is higher).**

Practical insight in processing of guest's personal data in the era of GDPR.

Since it is common for hotels to process and control high volume of personal data of their clients or employees, they should be about to meet most of the requirements of new European personal data protection regulation (GDPR) soon.

But what does it mean to be compliant with GDPR? How far I have to change my day-to-day activities to be compliant? Do I store data safely and with integrity? What should I request from my processors and what my clients can demand from me – do they need to pay for it? For which processing may I request client's consent and for which I have not? How should I handle right for data portability in my hotel and could it be abused by my competitors? What shall we do with our surveillance system? How high will be the costs and fines?

These are only some of many questions you have asked yourself or you are about to ask soon. Our combined team of lawyers specialized in personal data protection (Tomas Mudra, one of the speakers and member of the UEPA GDPR Team is a member of the Office of the Government's working group for the legislation in area of personal data protection) and IT and security experts is ready to answer them and many others during a special seminar focused exclusively on hotel business, which will take place **on 4th of October 2017 from 9 a.m. to 12 a.m.** in the conference premises of EveryDay in the ground floor of the administrative building **Dock 1, Voctářova 2449/5, Prague 8.**

In case of your interest, please reserve your seat at office@uepa.cz sooner than later as the capacity of premises is limited.



ADVOKÁTI

UEPA advokáti s.r.o.
Voctářova 2449/5
180 00 Praha 8 – Libeň
Czech Republic
www.uepa.cz