

Client Alert

A report
for clients
and friends
of the firm August 2003

Proskauer Helps the Hospitality Industry Cope with Privacy Law Demands

Companies in the hospitality industry face a special challenge when it comes to complying with the expanding area of privacy law. The interstate and international nature of the hospitality business; the fact that the industry deals with personal data about both guests and employees; and the fact that hospitality companies often depend on third parties and intermediaries to gather and store personal information means that privacy law compliance requires special attention.

Privacy law is an emerging and often complex area. From Web Sites, to reservation systems, to the workplace, privacy issues are multiplying.

Lawyers at Proskauer Rose LLP have been helping the hospitality industry and other businesses deal with privacy law since this area of the law emerged, and are experienced in helping hospitality companies handle privacy law issues.

Proskauer offers a privacy law audit for hospitality companies that includes the following:

- A review of the applicable international, national and local privacy laws that are applicable to the company and hotel
- A presentation on best practices in the hospitality industry, including online and offline practices
- A review of existing privacy policies and how the company/hotel is abiding by those policies

- Recommendations on revisions and/or additions to existing privacy policies, and their implementation
- An examination of the training in use to insure privacy policy compliance
- A study of how management is involved in privacy compliance
- An overview of the technologies being used to ensure security of private information
- A review of third-party arrangements that may affect the company's/hotel's privacy obligations and suggestions on legal techniques to apportion responsibility for compliance
- A review of workplace privacy issues
- A review of guest privacy issues, including governmental access to guest records
- An evaluation of whether certification programs may be useful for the company/hotel

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This publication is a service to our clients and friends. It is designed only to give general information on the developments actually covered. It is not intended to be a comprehensive summary of recent developments in the law, treat exhaustively the subjects covered, provide legal advice or render a legal opinion.

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