



## GDPR & ThinkReservations

The General Data Protection Regulation (GDPR) is an EU law that will change how organizations deal with the personal data of EU citizens. It goes into effect on May 25, 2018. While it was built for EU citizens, it can affect any organization that does business in the EU.

ThinkReservations has made the following changes to help ensure that we are in compliance with GDPR:

- The checkbox where guests agree to be sent marketing materials is now by default unchecked in the booking engine. Guests must now click to select the checkbox to agree to be marketed to.
- Reservations made through the OTAs will, by default, have the checkbox for agreeing to marketing emails be unchecked. You will have to confirm with these guests when they arrive at your property whether they would like to receive marketing or promotional materials.
- We have made your Privacy Policy editable. You can now define your own Privacy Policy to ensure you are compliant with GDPR. To find the URL to your privacy policy or to modify it, please go to Settings -> Business Settings.

Additionally, ThinkReservations has reviewed our policies on the guests' "right to be forgotten". If a guest requests to be forgotten, you can open the Customer profile and click the "Delete" button. When you do this, the customer data is permanently removed from our servers. Please know that the reservations for that guest will continue to exist without a customer associated.

Protecting the privacy of our customers and your guests is important to us. We are glad to make these changes to help ensure your business and our business stays in compliance.

Richard Aday, CEO & Principal Engineer  
and the Entire ThinkReservations Team

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We look forward to helping you discover new ways to grow your business!

ThinkReservations  
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