

## Use value of data within the travel industry, privacy by design.

Recently I was on skiing holiday in Austria. The owner of our apartment had, just like any company that processes personal data, met with the GDPR (DSGVO) requirements. As a result, the administrative burden of this small entrepreneur had increased considerably. Without this leading to an improvement in the valuable use of (personal) data. The client experience of me as a guest has also decreased. This could be done more efficiently and effectively, so that both entrepreneurs in tourism and the guests benefit from this.

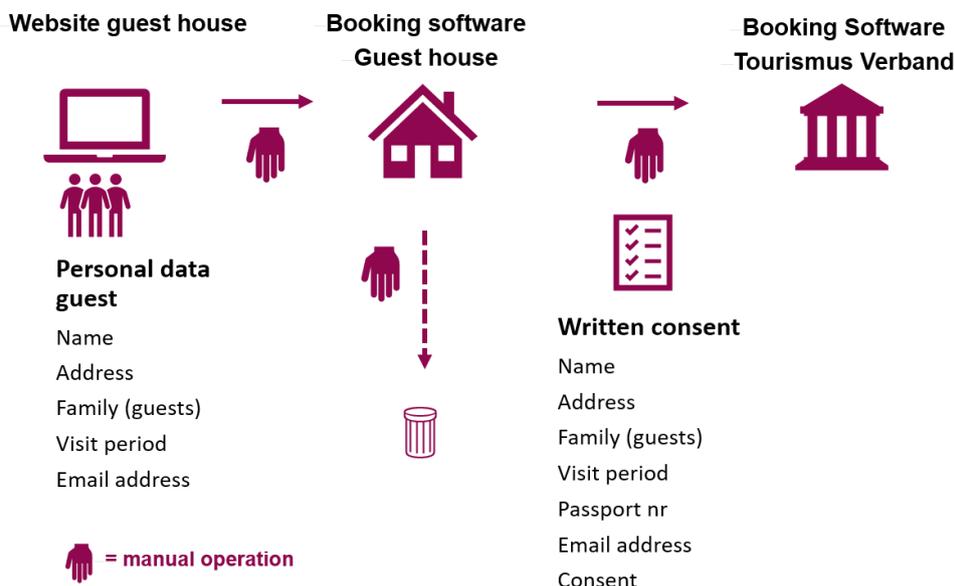
The GDPR has added many manual steps to the processing of personal data in the tourism chain. There is no longer an STP (Straight Through Processing) data flow in place, as there was before the introduction of the GDPR. The value of data also seems to be limited enabled. This is a missed opportunity. The large booking platforms use personal data and offer convenience to the end user, while the accommodations themselves have to do a lot of manual work in the process of processing personal data.

In this article we describe the challenges organizations face in the tourism chain since the introduction of GDPR. We describe a solution direction so that organizations can process personal data in an efficient manner (STP). Transparent to the end user and GDPR-compliant. Finally, we describe that organizations can anonymize the data so that the value of the data can be enabled with data insights.

In the past I booked my accommodation at the same apartment via the internet. For the booking I left some of my personal data, without being really aware of it. At the guesthouse, my booking was loaded directly into the booking system and the entrepreneur passed part of my details to the tourism office (Tourismusverband) through the same booking system. The only thing left to do as a guest was to fill in a form manually on the basis of which the tourist tax was charged.

In the new situation, now that the GDPR is effective, I was asked to give my consent to pass on my details to the tourism office via a physical form. In addition, the apartment owner had to take all kinds of measures to manually remove some of my personal data after my stay. This is a rather devious interpretation of the GDPR that also hinders the valuable use of personal data (in a responsible manner). The current process looks something like this.

### Personal data flow, partly manually operated as a result of GDPR



This seems to be quite a clear data flow. However, there are few disadvantages to this way of working. This process requires many manual operations. There is fairly limited transparency in the way how personal data is processed. Finally the value of the anonymized and personal data cannot be enabled.

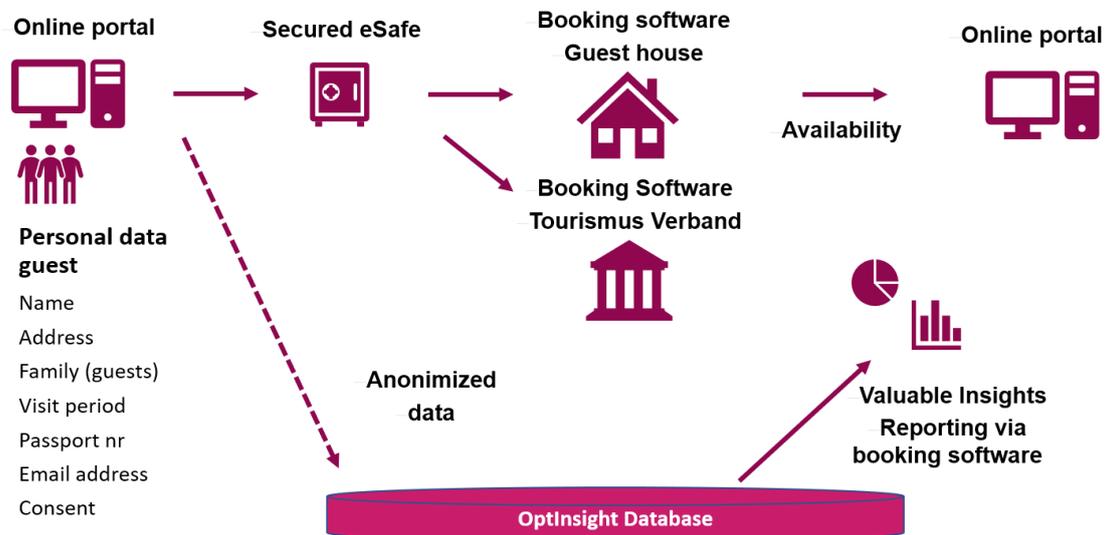
Several companies in the tourism chain, hotel entrepreneurs, the tourism office and the supplier of the booking software experience competition from large booking companies (data platforms) that obtain all kinds of value from personal data, whether or not compliant with GDPR.

OptInsight can help your organization with the valuable use of data and efficient data processing within the boundaries of the privacy legislation. Below we describe a short solution direction.

On an online portal, made available by the booking portal, guests can create a user account. The personal data in this user account will be stored in a data safe so that only the user can access his personal data. Part of the data is anonymized (not traceable to individuals) before the data is locked in the personal user account. The anonymized data is further processed in a database to acquire insights. These insights can be made available to the accommodation entrepreneurs and the affiliated tourist offices. Through the portal, users can anonymously search for available accommodations because the booking system connects with the tourist offices and communicates the availability of the accommodations.

When the user makes a reservation at the accommodation, only the strictly necessary personal information is shared with the accommodation and with the tourist office and only with the permission of the guest (if applicable). In his user account, the user has complete insight into with which organizations his personal data are shared, so that the various parties in the chain can fulfill their transparency and accountability obligations in accordance with the GDPR. All this in an efficient manner in which the anonymized data can be optimally used.

### Fully traceable personal data flow & enabling value from anonymized data insights



Advantages of this approach, compared to the old manual data stream:

- ✓ Processing personal data in a manner that is fully transparent to the guests and with permission (GDPR compliant).

- ✓ Valuable insights can be acquired by anonymization of data.
- ✓ Automated registration of the mandatory evidence according to GDPR.
- ✓ Strong reduction of manual operations in the various processes.

In summary, enable your data strategy, privacy by design.

Want to know more about how OptInsight can help with data usage, privacy by design? [Contact us.](#)

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