

GDPR (General Data Protection Regulation) sets out the rights of the individual and establishes the obligations of those processing and those responsible for controlling and holding data. The below factsheet provides some [hint & tips](#) for best practice for you and your tourism business.



DEMONSTRABLE CONSENT

Having [demonstrable consent](#) is really important when collating visitors/guests information. Think about how they have given you their contact information, could you show this if you were asked? Having business cards, an email from the visitor, or even an opt in section on your booking all class as demonstrable consent.

ASK QUESTIONS

This point comes back to having demonstrable consent. Ask questions to the visitor to ensure you are storing their data with full permission. Can I contact you by email? Can I send you my monthly newsletter? Would you prefer postal correspondence, can I keep your address on file?



SOCIAL MEDIA

Try and avoid contacting people on social media. If the visitor contacts your business page on social media in the first instance, try asking '[Can I contact you by email?](#)' to see if you can set up contact this way. Never contact a previous visitor via their social media page if you have not had this contact previously.



RETENTION POLICY

A retention policy defines how long data items must be kept and provides disposal guidelines for how data items should be discarded. Look at setting yourself a retention policy of a time you deem reasonable, such as 2 years. After this, any data you still have from a visitor that you have had no contact with must be discarded of appropriately, for example, shredding the hard copy or permanently deleting the file from your PC





STORING DATA SECURELY

All data should be stored securely whether this is hard copies or data on your PC. Having hard copies in a lockable drawer in your office or home, and having a password protected PC are all acceptable means. You can even password protect your documents on your PC for extra security - just make sure you remember the password!

THIRD PARTY SITES

Do you use any third party sites? Such as booking engines or websites with contact forms? Check whether you can add an opt in section on here so when a visitor makes contact with you, you know you are able to store their details, use wording such as '[Click here to opt in to receive further communication from XXXX](#)'



If you are using third party sites and receiving reviews here, these are great to share in your marketing materials (such as social media), however you must remove the guests name from this before posting.



CONSIDER USING MAILING LIST SITES

By using sites such as [Mail Chimp](#), you will be able to collate your email list securely and emails will always be sent out with a Opt Out option should visitors not want to receive any further communication from you or your business.

UNSURE? JUST ASK!

If you are unsure if what you are doing in regards to GDPR is correct, or want to see if your procedures are all above board - then just ask. The UK Information Commissioners Office (ICO) website is full of useful information and resources to help you meet all your requirements under GDPR.



UK ICO: <https://ico.org.uk/>

Isle of Man ICO: <https://www.inforights.im/>