

LAST UPDATED May 25, 2018

This GDPR overview is for current and future customers of ALICE products and ALICE GoConcierge. This describes ALICE's efforts in anticipation of GDPR.

INTRODUCTION

The General Data Protection Regulation (the "GDPR") goes into effect on May 25, 2018. GDPR harmonizes the patchwork of privacy regulations currently in effect around Europe. GDPR helps people stay in control of their information, and ALICE agrees with this principle. ALICE does not sell customer data or use it for anything other than helping hotels delight their guests. GDPR requires that companies take security and privacy seriously. It also requires transparency about how data is collected, stored, and processed. EU residents can ask for their data to be corrected, deleted, or exported. Companies need to document how they process their customers' information. They must enforce policies to protect that data, and for larger data processing operations, they need to have a Data Protection Officer with the power to control how data is processed and protected. Like the laws currently in effect, the GDPR defines when it is okay for companies to move data out of the EU.

For the past year, ALICE has worked with world-class legal, privacy, and cybersecurity teams to audit its products and processes for GDPR compliance. In accordance with GDPR, we have balanced the need for security and data protection with the legal, contractual, and commercial requirements of hoteliers.

CONTRACT UPDATES

GDPR requires that data controllers define how data processors use the data they get from controllers. ALICE has updated its Master SaaS Agreement which provides the

necessary information and includes the required components for GDPR, including standard contractual clauses for international transfers of data.

WHAT IS THE GDPR STATUS OF OUR PRODUCTS?

(i) ALICE Suite (ALICE Staff, ALICE Concierge, ALICE Guest) is GDPR ready. In order for ALICE Suite and its related products to be compliant, ALICE's contracts with its clients must be updated, especially for clients located in the EU. ALICE has an updated privacy policy located at <http://> that will go into effect on or before May 25, 2018. ALICE has already made required product changes to support compliance with the GDPR.

(ii) GoConcierge is GDPR ready. GoConcierge continues to operate as a secure platform that is PCI-compliant, meaning it is audited for security purposes and allowed to hold credit card data. Please see the ALICE updated Privacy Policy located at <https://info.aliceapp.com/privacy-policy>.

The ALICE Privacy Policy is located at <https://info.aliceapp.com/privacy-policy>.

DISCLAIMER

We cannot give you legal advice and ultimately you are responsible for your compliance to all laws. This FAQ represents a dedicated effort, working with world-class counsel and consultants, to understand GDPR and its impact on hospitality.