



PRIVACY DIRECTIONS™ for Hospitality

Privacy Directions™ for Hospitality provides practical privacy knowledge training that is relevant to information and service employees in the hospitality industry. This training was developed in partnership with Richard Purcell, internationally known Privacy expert, and the following companies:

Marriott International

Hilton Hotels Corporation

Starwood Hotels and Resorts

Intercontinental Hotels Group

This training provides hospitality employees with the knowledge they need to make informed decisions and understand their responsibilities in protecting guest's personal information (PII). This knowledge will help minimize the risk of unintended privacy violations to the organizations, increase the level of guest trust and help protect brand value. The following courses are available:

Video Version for Information Services (also available in Spanish)

Video Version for Hospitality Services (also available in Spanish)

E-Learning Version for Information Services (also available in Spanish)

E-Learning Version for Hospitality Services (also available in Spanish)

Two versions of each training course are available: one for employees who have direct contact with guest PII (Information Services) and one for those that may, as part of their job, inadvertently come in contact with PII (Hospitality Services). The training is available in flexible formats, including VHS, DVD, CD and E-Learning.

Personal Privacy menu exit

Guests Trust Us with Their Personal Information

"I found a housekeeper looking at my laptop."

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Sample screen from the *Privacy Directions™ for Hospitality* course

Privacy Directions™ for Hospitality (E-Learning)

The training is engaging, concise, relevant, and timely to avoid on-the-job disruptions. It uses state-of-the-art video that increases the enjoyment of the training and also increases its effectiveness. It is provided to the employee in a small, easily-digestible 15-20 minute session in an easy-to-understand format.

The training is very practical, rather than theoretical. Unlike other privacy training solutions that focus on laws and regulations, the focus of this training is the daily on-the-job situations these employees actually experience.

Information Services Version

Lesson 1: Introduction

- Information Privacy is a High Priority
- Personally Identifiable Information
- Ways PII is Collected
- Protecting Privacy

Lesson 2: Personal Privacy

- Respect Privacy
- Keep Everything You Learn About a Guest Private
- A Fax is a Private Message
- When a Guest Leaves Behind Papers in the Room
- Sharing Guest Information
- Integrity and Respect
- Phone Privacy

Lesson 3: Financial Information

- Identity Theft
- The Consequences of Credit Card Theft
- Protect Paper Printouts
- Secure or Dispose of Information Properly

Lesson 4: Computer Information

- Protecting Computer Information
- Property Management System
- Logging on to the System
- Workstation Security
- Create a Strong Password
- Keep Passwords Secure
- Keep Personal Information Accurate and Secure
- Meeting Our Privacy Commitment

Lesson 5: Business Information

- Protect Employee Personal Information
- Keep Hotel Business Private

Information Services Version (Continued)

- Don't Share Salary and Employment Status

Assessment

Privacy Resources

Hospitality Services Version

Lesson 1: Introduction

- Information Privacy is a High Priority
- Personally Identifiable Information
- Ways PII is Collected
- Protecting Privacy

Lesson 2: Personal Privacy

- Respect Privacy
- Keep Everything You Learn About a Guest Private
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- When a Guest Leaves Behind Papers in the Room
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Lesson 3: Business Information

- Protect Employee Personal Information
- Keep Hotel Business Private
- Don't Share Salary and Employment Status

Assessment

Privacy Resources

Client Workstation Requirements:

Pentium III 500
Minimum: 256 Megabytes of RAM
Operating System: Windows 2000 or XP
Screen Resolution: 800x600x16 bit (or higher)
Internet Explorer 6 (or higher)
Flash Player: Version 7 (or higher)
Bandwidth: 256 kbps or greater
Cookies and Javascript must be enabled
Pop-up blocker must be turned off

Server Requirements:

CPU: 2.8 GHz or greater
RAM: 1 Gig or greater
NT 4.0, Windows 2000 (or greater) or Unix – all fully patched
Disk Space: 25+ Gig dedicated to courseware
Same network domain as LMS system (rec.)

Our Compliance Curriculum Includes:

Privacy Directions™ 101: Awareness
Privacy Directions™ 201: Human Resources
Privacy Directions™ 202: IT
Privacy Directions™ 203: Call Centers
Privacy Directions™ 204: Sales & Marketing
Privacy Directions™ for Hospitality

Security Directions™ 101: Awareness



Our Privacy Expert:

Richard Purcell

- CEO, Corporate Privacy Group
- Chairman, TRUSTe
- Member, CIPP Advisory Board, Int'l Association of Privacy Professionals
- Member, Privacy Advisory Committee, U.S. Dept. of Homeland Security

About MediaPro, Inc.

MediaPro, Inc., founded in 1993, is nationally recognized for producing high-quality and award-winning web-based courseware. In addition to our highly successful *Privacy Directions™* and *Security Directions™* courseware, MediaPro, Inc. has developed hundreds of customized courses for many Fortune 1000 companies.

Additional Information

Tracking eLearning Course Usage

MediaPro courseware is compliant with the industry standard SCORM 1.2.6. Our courses have been certified and used on many different standards-based Learning Management Systems (LMS) to manage module delivery and to integrate with a SCORM compliant LMS.

Hosting Options for eLearning Versions

The courseware can be hosted on the client's intranet and integrate with an existing Learning Management System, or MediaPro can provide an Internet hosting service on its e-Learning platform. The MediaPro platform will provide the functionality to enable users to access courses via the internet, and to enable the client organization to track progress and monitor the results of users taking the courses.

To contact us, please call 800-726-6951 x 4723 (or 425-483-4723),
send an e-mail to privacy@mediapro.com, or visit our web site at <http://www.mediapro.com/privacy>.