

PRESS RELEASE

London, 09 February 2016

Leading Personal Payment Data Security Provider Datadivider enters UK Market as travel trade faces new PCI EU Regulation and potential fines of upto €20m

DataDivider, experts in Payment Card Industry compliance (PCI) have appointed Representation Plus to handle UK and European Communications just in time for British and International Hotel & Accommodation Groups, Airlines and Tour operators to ensure that they will be compliant with the EU General Data Protection Regulation (GDPR) on personal data protection due to become law on 21 April 2016 and into force in early 2018.

In summary anyone taking a booking over the phone, in person, via the internet, by email or fax who is not PCI compliant through the EU Regulation will be liable for fines of up to 20 million Euros or 4% of their annual global turnover should personal data be breached.

“It is surprising just how many large international companies in the travel industry are not compliant today” commented Graham Thompson, Director Europe, DataDivider Inc. “In particular as the first Data Security Standards (DSS) were brought in, in 2004 and this is the third version already” continued Thompson.

There is one technique known as Tokenization that allows organisations to achieve PCI DSS isolating sensitive data and minimising exposure to the data. However, there is a second more cost effective and equally as secure approach known as SaaS (Software as a Service) security hosted protection. Whichever route is selected travel companies need to make a choice and comply with the EU GDPR within the next 12 months.

"The travel industry's biggest challenge is the hotel reception or travel agency where staff have to multi-task in terms of taking and making bookings by phone, in person, by fax or email. In all cases a paperless environment with staff writing down customer payment data is difficult to control but will soon be a legal requirement" observes Graham Thompson.

DataDivider are providing free seminars for anyone in the industry who would like to know more about their potential risk exposure and liability starting in London on Friday 26 February and one-on-one clinics on request.

- Ends -

(See full interview attached)

For further information, for a hi-res image of Graham Thompson
or to set up an interview contact:

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TIMING:

16 December 2015: via the so-called Trilogue proceeding the relevant legislative bodies, the European Parliament, the European Council and the European Commission reached an agreement on a final text of the General Data Protection Regulation. This text needs to be translated into 22 official languages and consolidated and structured.

21 April: By the meeting of the Ministers of Justice and Ministers of the Interior the text will be formally adopted and sent to the European Parliament for approval.

The new rules will be published via the Official Journal of the European Union and become applicable two years thereafter.