ECOVIS® AL SABTI

Great Place To Work. Certified MAY 2024-MAY 2025 KSA

PDPL Compliance for

Hospitality, Entertainment, & Sports

Sectors

Navigating Saudi Arabia's

PDPL Compliance

The Hospitality, Entertainment, and Sports industries frequently handle sensitive customer information; safeguarding this information is crucial for maintaining trust and protecting privacy.

The Saudi Personal Data Protection Law (PDPL) is a regulation that governs the collection, processing, and protection of personal data to ensure privacy and security for individuals in Saudi Arabia. The PDPL is especially crucial for the hospitality, entertainment, and sports sectors as it governs how personal data is collected, processed, and protected.

Compliance with the PDPL ensures that businesses prioritize customer privacy, building trust and enhancing their reputation. By following the PDPL, organizations not only safeguard customer trust but also avoid potential legal penalties for non-compliance. This creates a more secure and transparent environment for both businesses and their customers.

Hospitality
Sector

01 Personal
Data Collection

Hotels, resorts, and other hospitality businesses collect large volumes of personal data, such as guest preferences, booking details, payment information, and sometimes even sensitive data like dietary or health preferences. PDPL requires such data to be handled with explicit consent before collecting or processing, ensures data security, and provide individuals with the right to access or delete their information.

02 Data
Sharing

Many hospitality businesses work with third-party vendors for services like booking platforms, marketing, and customer service. The PDPL requires that data sharing with third parties is done in compliance with strict rules, including obtaining customer consent.

03 Cross-Border
Transfers

Global hotel chains operating in Saudi Arabia must ensure that customer data transfers to headquarters or regional offices outside the Kingdom meet the PDPL's stringent data transfer requirements.

Entertainment
Sector

01 Ticketing &
Customer Data

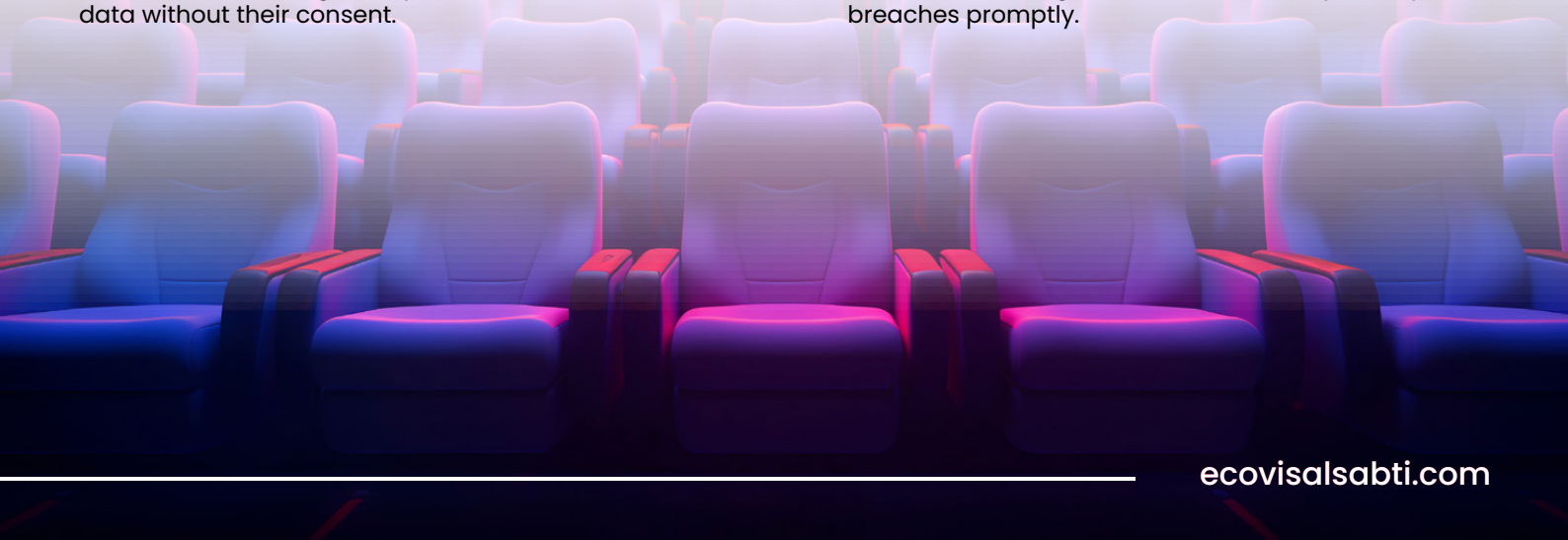
Entertainment companies handling events or online platforms collect personal data for ticket purchases, membership, and subscriptions.

02 Personalized
Marketing

Entertainment companies often use data to deliver personalized content or targeted marketing. The PDPL places limits on how this data can be used, especially if it involves tracking user preferences or behavioral data without their consent.

03 Data
Security

Large entertainment platforms are frequent targets for cyberattacks due to the high volume of personal data they store. PDPL requires that they take robust measures to safeguard this data and report any data breaches promptly.



Sports
Sector

01 Athlete & **Fan Data**

Data on athletes, team personnel, and fans, including performance data, health records, and fan engagement data. Teams and leagues must now ensure that this information is handled in compliance with the PDPL's regulations, particularly when it comes to sensitive personal data like health information.

02 Fan **Loyality Programs**

Loyalty programs that collect personal data. These programs will need to be carefully reviewed to ensure compliance, particularly around consent and data minimization.

03 Event **Management**

When organizing large-scale events (such as sports tournaments), there is often collaboration with ticketing companies, sponsors, and broadcasters. PDPL ensures that all parties involved in handling participant data comply with privacy rules.

Strategies
for Compliance

To comply with the PDPL, organizations in the hospitality, entertainment, and sports sectors should consider the following:

- **Data Audits** of all personal data collected, stored, and shared.
- **Review Contracts with Third Parties** to ensure that third-party agreements comply with the PDPL, particularly when it comes to cross-border transfers and data-sharing responsibilities.
- **Strengthen Cybersecurity Measures** and implement strong encryption, secure access control, and regular vulnerability assessments to safeguard customer data.
- **Training and Awareness** to staff to ensure they understand the PDPL's requirements, particularly around data handling and customer interactions.
- **Privacy Policies** explaining how data is collected, used, and shared.
- **Incident Response Plan** for responding to data breaches, including notifying authorities and affected individuals within the required timeframes.

PDPL Compliance for
Hospitality, Extertainment and Sports Sector

ECOVIS AL SABTI

Why ECOVIS ALSABTI

- PROVEN TRACK RECORD
- CUSTOMER FOCUSSED
- AGILE & FLEXIBLE
- TRUSTED PARTNER
- QUALITY FOCUSSED
- EXPERIENCED TEAM
- VENDOR NEUTRAL
- LOCALLY AVAILABLE
- INDUSTRY EXPERIENCE
- INNOVATIVE SOLUTIONS

Certifications & Accreditations

ISO 20000 | ISO 22301 | ISO 27001 | Great Place To Work. Certified MAY 2024-MAY 2025 KSA

الهيئة الوطنية للأمن السيبراني
National Cybersecurity Authority
REGISTERED

فنتك السعودية
FintechSaudi
REGISTERED

Our Core Values

Excellence
At ECOVIS, we consistently surpass expectations and deliver exceptional results.

Innovation
We take on challenges to achieve extraordinary outcomes through innovation, constantly pushing the boundaries

Professionalism
Our unbiased, objective-oriented, and diligent approach in all our endeavors embodies professionalism.

Collaboration
ECOVIS is dedicated to nurturing relationships based on mutual trust and respect.

Integrity
We uphold a commitment to honesty, responsibility, and transparency in all our actions.

Our Services

- Risk Advisory & Internal Audit
- Governance, Risk & Compliance (GRC)
- Business Continuity Management (BCM)
- Data Management & Data Privacy
- Enterprise System & Data Analytics
- Technology Consulting
- Cybersecurity Services
- Deal Advisory Services

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