

GUEST WI-FI DATA COMPLIANCE CHECKLIST

1

Consent & Transparency

- ☐ Do you provide clear, understandable opt-in language describing: What data you collect? Why you collect it? How it will be used?
- ☐ Can guests easily access your privacy policy from the login page?
- ☐ Are you recording explicit consent logs tied to each user session?

2

Data Minimization

- ☐ Are you only collecting data strictly necessary for providing service and marketing (e.g., email, device ID)?
- ☐ Have you removed any fields that are *nice to have* but not *essential*?

3

Security & Encryption

- ☐ Is all personally identifiable information (PII) encrypted in transit and at rest?
- ☐ Are role-based permissions in place so only authorized staff can access data?
- ☐ Are access logs maintained and reviewed regularly?

4

Retention & Deletion

- ☐ Do you have a documented data retention policy specifying how long guest records are stored?
- ☐ Can guests request deletion or access to their data, and do you have a process for fulfilling these requests?

5

Incident Response

- ☐ Do you have an incident response plan for potential breaches involving WiFi data?
- ☐ Is there a documented process for notifying regulators and impacted individuals within required timeframes?

6

Vendor & System Review

- ☐ Have you assessed all vendors and systems touching guest data for compliance readiness?
- ☐ Are contracts updated with data processing agreements that meet regulatory standards?

7

Data Activation & Sharing

- ☐ Is any data shared with marketing partners or analytics platforms?
- ☐ Do you have explicit consent for any sharing beyond service delivery?
- ☐ Are sharing practices documented in your privacy policy?

8

Emerging Regulations & Future Readiness

- ☐ Have you evaluated how new regulations (e.g., AI transparency, data localization) will impact your practices?
- ☐ Are you monitoring regulatory updates in all regions where you operate?

QUICK SCORE

Count how many boxes you checked with confidence:

7 – 8

You're in great shape. Keep monitoring for new regulations.

4 – 6

Solid foundation but gaps could expose you to risk.

0 – 3

High risk. Take action immediately to avoid fines and reputational damage.

*Want help conducting a full compliance audit or implementing best practices?
Contact our Sales Support Team.*