

CASE STUDY

Village Hotels



"We chose Shred-it as they are the experts in protecting confidential and sensitive information."

Kate Banks,
Compliance Officer
Village Hotels



Village Hotels utilises Shred-it to bolster data protection measures

Village Hotel Club is a hotel brand developed for the modern customer, operating 30 properties across the UK all of which include fully functioning state-of-the-art gyms. The hospitality industry currently accounts for 12% of all global data breaches, and 28% of these breaches are caused by employee error or negligence. With the recent changes to data protection regulations, it was deemed a timely opportunity for Village Hotel Club to review its information security processes.

The company has a vast customer base, including 90,000 members of its gyms. The purpose of Village Hotel Club's full data protection review was to ensure its customers' personal information is sufficiently managed and protected as a key business priority.

A culture change required to protect information

Kate Banks, Compliance Officer for Village Hotel Club, believes that effective methods of disposing of sensitive information within the hotel industry are crucial. "Hotels process and store a very high volume of guests' personal information and payment card transactions, making us a premium target for cybercriminals," Kate said. "And, with over 4,600 staff on our books, we also have their information to protect."

Village Hotel Club began an audit of its data processing and disposal procedures two years ago as part of a review of its information security procedure. "The GDPR was announced at the same time as I began to audit our procedures, so it made sense for us to work towards becoming fully compliant at this time," Kate explained.

After investigating various options, the hotel chain opted for Shred-it's secure information disposal services, delivering protection for staff and customers' sensitive information including printed documents and offline information. Now, following safeguarding support and consultancy from Shred-it, every property in the group has between three and five Shred-it consoles, tamper proof containers where 100% of the paper is destroyed and recycled, while Head Office has eight.

Kate continued: "We have monthly and fortnightly collections and in addition, when some hotels do regular data clear outs, we make use of Shred-it's ad hoc service. This not only ensures that our confidential information is protected, but so too is Village Hotel Clubs' brand reputation. Shred-it helped reassure us that the confidential information our business generates is managed and protected."

We protect what matters.

Shred-it® is a Stericycle solution.



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Peace of mind for Business Club customers

A recent addition to many Village Hotel Club properties is its unique Business Club, which provides unique spaces for meetings, co-working and hot desking. With over 500 members already and many critical business conversations and meetings taking place, a great concern has been that many confidential documents are left behind, which would open up the possibility of a data breach.

Business Club members have already found the Shred-it consoles that have been placed in some of the business club lounges useful. Often, confidential information is shared during business meetings held in the lounges and users have peace of mind knowing their documents will be securely and compliantly disposed of.



Secure disposal becomes second nature

The new information security process that has been deployed by Village Hotel Club means anything that is paper-based – even a lunch order – goes into the Shred-it consoles. The company believes that if this procedure becomes second nature, staff will do it whether the document contains sensitive data or not.

Kate concluded: “Staff understand the importance and value of personal data, and have taken the new culture to heart, some consoles even been given nicknames such as Shirley the Shred-it bin. Our customers are also more aware of what we’re doing with their data and it is reassuring for them to know we have systems in place for secure disposal of paper-based information.”

The three key reasons Village Hotels chose Shred-it

- GDPR compliance
- Affordable cost
- Confidence in their professional service

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