



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



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Collecting and Protecting Customer Data in the New World of Privacy

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@IAAPAHQ | #IAAPAEspo

What Data Should I Collect?



What Data Should I Collect?

Email
Cell Phone
Adult Birthdays
Kid Birthdays
Address
Attraction Preferences



How Do I Collect This Data?



How Do I Collect This Data?



Online Booking
At the POS
Digital Waivers
Card Reader Systems
Party Room Tablets
Ask Your Facebook Fans
Pop-Up Form on Website
Guest WiFi Access

Why Would a Customer Give You Data?



For An Exchange of Value





An illustration of a woman in a black blazer and white pants falling into a large, tilted smartphone screen. Inside the screen, several hands are visible, suggesting interaction or control. The background is a warm, abstract landscape with yellow and orange tones.

Transparency + Control =
Trust

May 25, 2018



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GDPR is here!

EU General Data
Protection Regulation

www.eugdpr.org



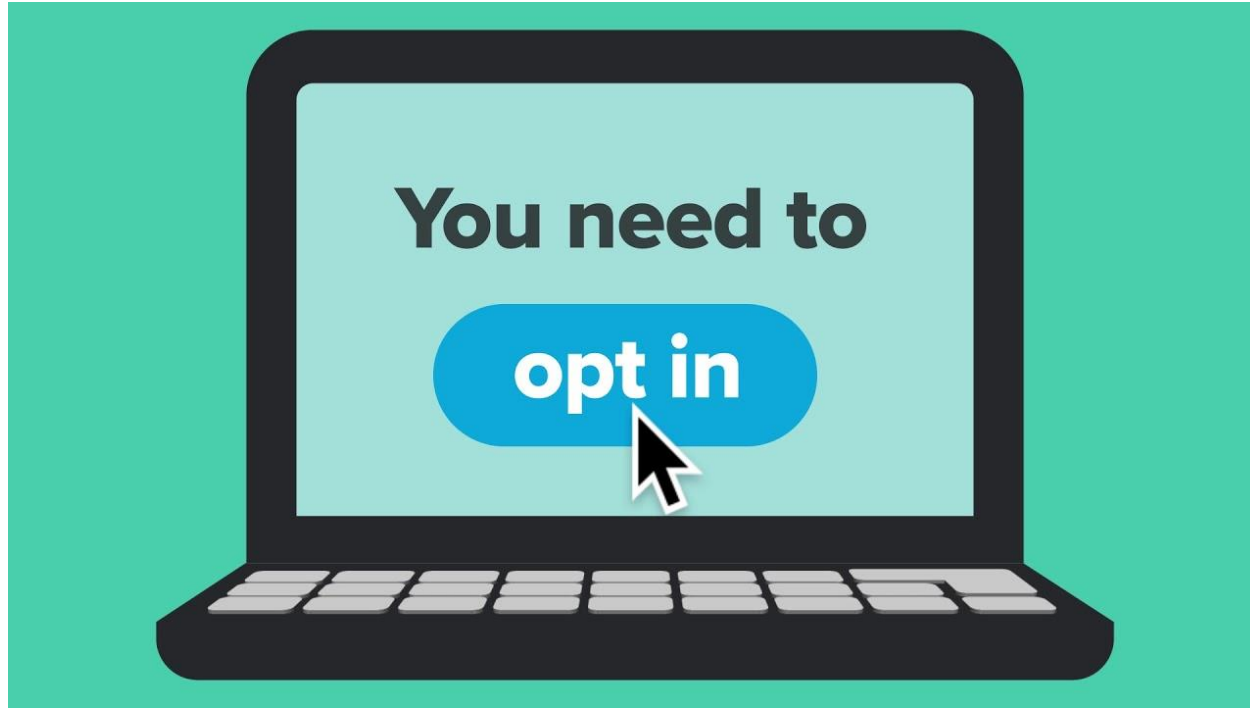
And now CCPA is too!

California Consumer
Privacy Act

oag.ca.gov/privacy/ccpa



The All Powerful Opt-In



Keep Your Promises



A poster for "TEEN NIGHT" at Temple Hills Skating Palace. The top section has a black background with a disco ball and stars, with the text "TEEN NIGHT" in large, colorful, block letters and "SATURDAY 7:30-11PM" below it. The middle section has a light blue background with silhouettes of skaters and roller skates, with the text "EVERY SATURDAY NIGHT 7:30 to 11:00pm" in bold. A starburst graphic on the left says "GUEST D.J.'s EVERY SAT". On the right, it says "\$10 admission incl: admission & skate rental recommended for ages 13 & up". The bottom section has a black background with the "TEMPLE HILLS Skating Palace" logo and a coupon that says "SAVE \$1.00 OFF ADMISSION To Sat. Teen Night - Join Our Email Club! Your Email:" followed by a blank line. At the very bottom, the address "3132 Branch Ave. Temple Hills, MD 20748" and phone number "301-505-6490" are listed, along with the website "www.TempleHillsSkating.com".

Meaningful Contact NOT Constant Contact

Consumers will **accept** marketing, or
even
seek it out, if the message is relevant.