



Anantara Plaza Nice
Nice, France

NH | HOTEL GROUP
PART OF
MINOR
HOTELS

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**DIGITAL
TRANSFORMATION**

DIGITAL TRANSFORMATION

Aware of the global environment in which it operates and the opportunity it has as an operator in a digital world, NH Hotel Group wants to be an active part of the change. The Company wants to drive transformation in different areas in order to provide solutions to the new challenges that arise in rapid succession. The result is the incorporation of digital transformation as a pillar of growth and value creation in its business strategy.

When talking about digital transformation, the Company sees it as a driver and aid that provides and will continue to provide the opportunity to obtain great benefits. Such benefits include improvement in the guest experience, optimization and reduction of operating costs, greater efficiency of processes and systems, deeper data analysis, greater agility when responding to market changes and, especially, a significant boost to the culture of innovation within the organization.

In view of this and applying the motto "Take care of what's important, automate the rest", NH Hotel Group is immersed in an ambitious and challenging process of digital transformation. It should be noted that NH Hotel Group regards digitalization as a key tool to offer an extraordinary experience, but always as an accompaniment to the work of the team members who, proud to serve, are the ones who really make a difference. They are the heart and soul of NH Hotel Group and digitalization is an enabler; this is why the Group conceives digitalization as an option, never as a means of exclusion.

This journey of digital transformation is driven by the development of new technological capabilities of team members that will accompany them in the performance of their activities, helping them to offer more effective and innovative solutions. In this way, NH Hotel Group is committed to adopting technologies that generate high added value for its stakeholders.

The exponential and global growth of digitalization in companies has changed the landscape of cyber threats, as increased interconnectivity brings with it greater vulnerability. NH Hotel Group prioritizes cybersecurity in all its operations, as well as in its relations with its stakeholders. The protection of the personal data and the security of the information of all the Company's stakeholders is of great importance. In order to manage and guarantee information protection, the necessary structures are in place, together with the necessary security plans and control mechanisms in line with the legislation and regulations in force in each country in which NH Hotel Group operates.

Innovative projects in 2023



Mobile Guest Service

Digitalization of hotel information and services on a Progressive Web App (PWA) that can be accessed from any guest device (cell phone, tablet, PC), offering guests the possibility of having all the information on the hotel at their fingertips: from information on the hotel's facilities and hours, to the possibility of ordering room service or booking a table in the restaurant, requesting additional amenities, etc. An initiative that eliminates interactions, guarantees information in a safe manner during their stay, and generates benefits in terms of sustainability by digitalizing all the information. With a view to improving the guests' experience and internal efficiency, since 2022 we have analysed the integration of the processes with the Hotel Management System, and this tool is already present in 329 hotels in all brands present in all regions.



FASTPASS

An initiative that offers guests the possibility of online check-in, choose your room and online check out, and gives guests total control over their stay, allowing them to choose their own room by exploring the hotel's layout. This initiative will continue to evolve in the future with the analysis and incorporation of new technologies that will let these services go even further with biometrics and face recognition or digital keys. For more details: [Fastpass](#)



Housekeeping Mobility App

NH Hotel Group has continued to implement and improve a Housekeeping app that optimizes management of the department, as well as the check-in process. As soon as a room is clean and ready, the hotel's housekeeping staff can confirm this in real time using the app. This initiative represents an improvement allowing team members to manage room cleaning in an optimal and safer way. In 2023 it has been implemented in 45 more hotels making a total of 75 hotels today and a remarks module has been developed to eliminate paper, calls and any other less efficient communication method.



Smart Tablets in reception

With the aim of continuing to be at the forefront of innovation and offer the best services to its guests, NH Hotel Group has designed Smart Tablets in Reception, a new initiative that digitalizes all the phases of the check-in and check-out processes. In 2023, more than 100 hotels have implemented this initiative and training has been given to more than 20 teams. Thanks to this project we can save 608,000 608 billion A4 sheets of paper per year which represents:

- 7,300 kg of wood saved
- 547 m³ of water not consumed
- 10 kWh of energy saved
- 10 metric tons of CO₂ not emitted into the atmosphere.



INFORMATION SECURITY

Digitalization is, today, a great source of innovation and social and economic development in the world. And cyber insecurity is the great obstacle to its development. Therefore, when we talk of cybersecurity we are referring to the security of the network and applications, the protection of information stored and in transit, the defense of operations and business continuity, the ability to recover from an attack and the training of end users.

Information Security Policy

The rise of new technologies and the role that businesses play in developing them make information security a fundamental part of their responsibility, and a determining factor for competitiveness. Accordingly, in September the NH Hotel Group Management Committee approved the Information Security Policy, which establishes the guidelines to guarantee the confidentiality, integrity and availability of the information processed within the scope of the business. The objective of this policy is to define the lines of action that make up NH's corporate strategy in relation to information security, developing clear and concise guidelines for the management, protection and proper use of NH Group's information assets.

NH Group team members and Management, as well as associated and third parties who provide their services in the course of NH's business activities, are subject to the obligations deriving from this policy.

NH Group is committed to compliance with the Information Security Policy, following good practice and internationally recognized standards.

The senior governing body that approves matters related to cybersecurity and the risk map, which includes cyberthreats, is the Board of Directors. In turn, the Management Committee is the body that guarantees the viability of the business. There is also an Executive Committee for Information Security, which monitors the cybersecurity strategy. This Committee is led by the Chief Operations Officer & Global Transformation Leader.

In addition, the direct involvement of all members of the organization is promoted, fostering a proactive, critical and constructive attitude in the constant quest for improvement and quality in the processing, evolution, security and safeguarding of information.

In this regard, personal data protection and the security of the information of all NH Hotel Group's stakeholders is of the utmost importance to the Company, as can be seen in the results obtained in the materiality analysis. That is why, to assure correct and effective management, the Company has structures, as well as the necessary security plans and control mechanisms in line with the legislation and regulations in force in each location where it operates.

In this way, any incident and/or request for additional information about the policy can be communicated to Information Security at the e-mail address infosec@nh-hotels.com.

Cybersecurity

Cybersecurity is vital in the digital age. As the World Economic Forum (WEF) has indicated, information security incidents are currently one of the main risks to which businesses are exposed. Accordingly, at NH Hotel Group we focus on strengthening computer security mechanisms and protocols, through policies, rules, procedures and team member training.

Accordingly, cybersecurity and GDPR training is aimed at fostering a culture of information security in the Company that will serve to establish the bases for the protection of both confidential information and that of the customers, suppliers and other stakeholders.

NH Hotel Group's strategy in relation to cybersecurity is under constant review in the committees of the Executive Management team that oversees the cybersecurity strategy. To achieve the goals that have been set, a range of initiative and measures are identified and planned, that are to be implemented to improve NH Hotel Group's security capabilities, and also to prevent and/or mitigate any risk that may arise.

On account of the pandemic, working from home has grown and, as a result, the use of devices away from the secure environment of businesses. The volume of cyberattacks has also grown exponentially. For this reason, NH Hotel Group continues to work on greater monitoring of the entire net, with new, more powerful and advanced tools that give greater control over possible improper accesses, as well raising awareness among team members and stakeholders in order to minimize the risk of such cyberattacks.

Guests also expect their data to be kept securely and processed ethically. Cybersecurity is integrated in the culture to promote behaviour that protects the Company and the guests' information.

Pact for Sustainable Cybersecurity and Good Governance Code on Cybersecurity

NH Hotel Group has signed up to the Pact for Sustainable Cybersecurity, promoted by the Spanish Association for the promotion of Information Security (ISMS Forum). In doing so, the Company commits to a Digital Pact for the protection of persons and the promotion of a transition towards sustainable digitalization. The Company has also aligned its Security Policy to reflect the principles set out in the Good Governance Code on Cybersecurity promoted by the CNMV.

Data Privacy and Protection

In a sector as competitive as the hotel business, the guest experience is a critical differential factor to ensure the satisfaction and loyalty of customers. Aware that it is a key aspect in generating trust and aware of the relevance that digitalization is gaining in an increasingly global way, the Company works under the commitment to carry out diligent information processing.

In line with this commitment, and with the objective of reducing and avoiding the risks associated to this evolution, NH Hotel Group has mechanisms in place to protect data privacy and security. In this regard, the Company applies its information privacy and security policy to team members, customers and suppliers.

The Company's continuous evolution and adaptation to new requirements and good practice in this area is a key feature. Since new data protection regulations came into force in 2018, NH Hotel Group has continued to adapt its personal data management and control systems to EU Regulation 679/2018 (GDPR) and Spanish Act 3/2018 (LOPDGDD). With regard to sensitive data, such as credit cards, NH has once again renewed its PCI-DSS compliance, and has adapted procedures and systems in line with the new NIS2 legislation. NH Hotel Group's intention is to process the personal data of its customers, team members and suppliers with the utmost guarantees of respect for their privacy and complying at all times with the applicable legal obligations.

Accordingly, the data protection sections of legal disclaimers, both on websites and on documents provided to customers, have been updated. The Company has also implemented a series of measures to always make these privacy policies and legal disclaimers accessible to customers.

- Express consent is required: For some types of processing (such as sending commercial communications) customers' consent is required.
- The Company also offers customers the possibility of exercising the option of voluntary exclusion of the processing of their data using the e-mail address dataprotection@nh-hotels.com.
- Customers may request their right to data portability using the data protection rights management e-mail account. NH Hotel Group has a form for data portability; however, this process is mainly carried out through the e-mail dataprotection@nh-hotels.com

In the framework of this adaptation, the Company has implemented an additional information system that is available to end customers, so that they can discover each of the types of processing carried out by NH Hotel Group. All of this is set out in the NH Hotel Group [Privacy Policy](#).

Security is integrated comprehensively across all areas of the Company, covering profiles from different areas of operation to guarantee effective risk management, with due regard to the sensitive and critical nature of each environment. There are also risk indicators on the main matters of interest regarding security, that serve to define and implement action plans aimed at reducing or eliminating the threats identified.

NH Hotel Group also has several email addresses in place for the management, on the one hand, of the data protection right matters raised, whether pertaining to customers, team members and/or suppliers, when personal data are obtained, and also an email address for reporting any kind of incident and/or complaint relating to data protection. Specifically, this last email address is the one created specifically for the Data Protection Officer.

DATA PROTECTION OFFICER (DPO)

As part of its commitment to respect the right to personal data protection, NH Hotel Group has a Data Protection Officer. As a result, all users whose personal data are processed by the Company may submit their complaints or claims or contact the DPO at the following address:

- E-mail: dpo@nh-hotels.com
- Telephone: +34 91 451 97 18. Head office at calle Santa Engracia 120, 7ª, 28003, Madrid

When a security matter is reported to the Data Protection Officer's email, a process of evaluation of the notification commences, in order to determine whether it is of relevant scope for protection purposes. If so, the incident is forwarded to the Departments of NH Hotel Group that could be involved, to assess the need for any communication to a Data Protection Supervisory Authority and/or to any data subjects that may have been involved in the incident. A written record is kept of this entire process.

As a Spanish company, the Supervisory Authority in relation to data protection for NH Hotel Group is the Spanish Data Protection Agency, with which relations are conducted habitually using that agency's Online Site.

As far as the Company's team members are concerned, in their capacity as users of personal data, they undergo mandatory training on data protection to ensure that they know how to process data in compliance with the regulations. This training is provided when they join the Company and is noted and supervised by the Human Resources Department.

As mentioned above, NH Hotel Group has a Data Protection Officer, whose duties are not just to comply with the requirements of the new regulations, but also to ensure, among other functions, that customers' rights in relation to data protection are always handled by the organization in accordance with the principles established in the new regulations, and to act as a point of contact throughout the Company to clear up any doubts that may arise in relation to data protection. Finally, NH Hotel Group has continued in 2023 with the improvement project in relation to the quality of data within the organization.

NH Hotel Group has integrated the controls related to compliance with these regulations in its compliance model. Consequently, the risk management and IT departments are ultimately responsible for overseeing these controls, receiving any communication related to information privacy and reporting on a regular basis to the Audit and Control Committee and to the Board of Directors.

The Group's compliance is supervised through periodic audits that ensure that NH Hotel Group complies in full with the requisites defined in the legislation on privacy, paying particular attention to the General Data Protection Regulation (GDPR).

The NH Hotel Group risk map contains a pillar called "compliance" linked to data privacy (GDPR) and Information Security with different management and control measures such as:

- Periodic review and update of the risk matrix.
- "Privacy by Design" procedures.
- Creation of the Data Protection Office with the support of specialist's advisors.
- GDPR training for team members.
- Existence of a whistleblowing channel to report possible security breaches related to data protection.
- Existence of a disaster recovery plan.

NH Hotel Group also has a procedure to respond in the event of incidents in the information systems, which includes roles and responsibilities, steps to follow in order to restore operation of equipment and systems, recovery times, etc.

“A total of 3,917 team members have been trained in Data Privacy and Protection, with a total of 4,060 hours of training on this subject”

