Co-brand & Travel Rewards Sponsors
Coffee Break & Networking Sponsor
How Uplift can help your business

Conversion lift
With a convenient, pay-over-time payment option available at checkout, customers are more likely to book right away to lock-in perfect itineraries and attractive prices.

Cart size increase
When purchased using fixed monthly payments, trip add ons and upgrades become much more affordable, increasing both take rates and average cart sizes.

Immediate payment
When a customer books travel on your site through Uplift, the total trip cost is immediately remitted via a secure, one-time-use virtual payment card.

Request a Demo
How Uplift can help your business

Zero payment risk
You’ll never experience any payment, chargeback, or fraud risk from the moment a trip is booked on your site through Uplift.

Worry-free servicing
Our turnkey, fully integrated payment solution, intuitive borrower tools, and dedicated customer support team ensure that your staff can spend their valuable time focusing on travel, not financing.

Request a Demo
Regulations: what to watch out for in the US, including GDPR, PSD2 & CCPA

Madeleine Anderson, Director, Company Evolution
Agenda
GDPR: General Data Protection Regulation

What is it?

The European Parliament adopted the **General Data Protection Regulation (GDPR)** in April 2016, replacing an outdated data protection directive from 1995. It carries provisions that require businesses to protect the personal data and privacy of EU citizens for transactions that occur within EU member states.

The **GDPR** is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).

A standardised set of data protection laws across all the member countries which should make it easier for EU citizens to understand how their data is being used, and how to raise complaints, even if they are not in the country where its located.
GDPR: General Data Protection Regulation

Rights of the individual consumer?

• GDPR’s aim is to give individuals better control of their data.

• All personal data is owned by the data subject and not the organizations that collect it.

• These include the right:

  - to be informed
  - of access
  - to rectification
  - to erasure
  - restrict processing
  - to data portability
  - to object
  - rights in relation to automated decision making and profiling
GDPR: General Data Protection Regulation

Rights to data portability

• Data portability allows data subjects to obtain data that a data controller holds on them and to reuse it for their own purposes.
• Individuals are free to either store the data for personal use or to transmit it to another data controller.
• The data must be received “in a structured, commonly used and machine-readable format”.
• Data can be shared with competitors!
GDPR: General Data Protection Regulation

Why is this relevant?

- GDPR applies to all companies (anywhere in the world) that deal with personal data of EU data subjects

Composition of International Visitation to the U.S., 2017

SOURCE: U.S. Department of Commerce
GDPR: General Data Protection Regulation

What constitutes personal data?

- [P]ersonal data’ means any information relating to an identified or identifiable natural person (‘data subject’).*

* IT Governance
GDPR: General Data Protection Regulation
Compliance requirements

**Data breaches & notification**
- Data controllers must notify the supervisory authority within 72 hours
- Controllers must notify individuals “when the personal data breach is likely to result in a high risk to the rights and freedoms of individuals” and they must do so “without undue delay”

**Privacy by design**
- Companies are obliged to take into account data privacy during the design phases of all stages of a project, along with the life cycle of the relevant data processes

**Data protection outside of the EU**
- The data transfer must be legal
- 3rd countries must have an adequate level of protection

- GDPR non-compliance can lead to fines of up to €20 million or 4% of annual global turnover – whichever is greatest.

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PSD2: Payment Services Directive 2

What is it?

• PSD2 is the 2nd Payment Services Directive, designed by the countries of the EU. It could revolutionise the payments industry, affecting everything:
  – from the way we pay online,
  – to what information we see when making a payment.

What are the key changes?

• PSD2 will break down the bank’s monopoly on their user’s data. It will allow ‘merchants’, to retrieve your account data from your bank - with your permission.

• For consumers who hold more than one bank account, the changes would also allow businesses, known in the legislation as Account Information Service Providers, to display all their account information in one place for them - similar to the service offered by Mint, in the US.

• PSD2 will also require stronger identity checks when paying online.
PSD2: Payment Services Directive 2
What is it?

Third Party Payment Providers (TPPs):
- Payment Initiation Service (PIS)
- Account Information Services (AIS)

Access To Accounts (XS2A) via APIs

Strong customer authentication (SCA)

OPEN BANKING
PSD2: Payment Services Directive 2
The difference between closed and open banking

Source: Deloitte analysis
PSD2: Payment Services Directive 2

Timescales

- PSD2 came into force Jan 2016
- The RTS were released Nov 2017
- The RTS approved by European Parliament & European Council Mar 2018
- Each country had to transpose into national legislation Jan 2018
- Payment Service Providers (PSPs) must be ready to go having implemented RTS security & functional requirements Sep 2019
SCA: Strong Customer Authentication

What is it?

• An increased security of internet payments using Strong Customer Authentication (SCA)

• PSD2 aims at reducing the risk of fraud for electronic transactions, and enhancing the protection of the customers' data. For all electronic transactions, the SCA will mean that 2 or more of the following independent elements will be used:

  - Knowledge
    - Something only the user knows (password, PIN...).

  - Possession
    - Something only the user possesses (key material...).

  - Inherence
    - Something the user is (fingerprint, voice recognition...).

*European Payments Council, PSD2 explained
Transactions which originate in the eCommerce channel should be processed as eCommerce.

If a transaction is initiated as MOTO, it is out of scope of PSD2 SCA requirements.

The Visa MIT Framework must be used to indicate an MIT as out of scope of PSD2 SCA.

Card absent transactions are only recognized out of scope of the SCA requirements if indicated as MOTO, one leg out or MIT.

A Travel Agent may use exemptions in some cases.

Exemptions should not be used for travel scenarios where a future MIT may be required.

Travel Agencies (MCC 4722) can facilitate authentication on behalf of other merchants’ Acquirers for which they handle bookings.

*Visa PSD2 SCA Implementation Guide Travel Hospitality Addendum, Feb 2019
CCPA – California Consumer Privacy Act

What is it?

• California signed The California Consumer Privacy Act of 2018 (CCPA) into effect.

• This new consumer privacy law comes post Europe’s General Data Protection Regulation (GDPR) and, for some, is seen as a smaller version – without the option to opt-out of data collection all-together that the GDPR has.

• CCPA is a consumer privacy law that will be coming into effect on January 1, 2020. The bill – which is aggressive for American privacy policy standards – will put guidelines on personal information collection and post-data-acquisition data usage by businesses.
CCPA – California Consumer Privacy Act

Rights of the individual consumer?

California residents have the right to:

1. Know what personal information is being collected about them.
2. Access that personal information.
3. Know whether their personal information is disclosed, and if so, with whom.
4. Know whether their personal information is sold. If so, they have the right to opt out of the sale.
5. Equal service and price regardless of whether or not they exercise their privacy rights.
CCPA – California Consumer Privacy Act

What else do you need to know?

• CCPA will apply to any business that operates in California (whether it is a California business or not).

• Currently, penalties in the law can include up to $7,500 per incident. Meaning that a data breach involving 10,000 customers could end up costing a business as much as $75 million.
CCPA – California Consumer Privacy Act
Similarities & differences with GDPR

California Consumer Privacy Act (CCPA): What You Need To Know
July 13, 2018  |  Andrew Richardson
CCPA – California Consumer Privacy Act

Similarities & differences with GDPR

The GDPR vs the CCPA: A Comparison

<table>
<thead>
<tr>
<th>GDPR</th>
<th>CCPA</th>
</tr>
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<tbody>
<tr>
<td><strong>Scope</strong></td>
<td>&quot;Personal data&quot; is any information relating to or that can be used to identify a specific person. It does not include the &quot;household&quot; stipulation.</td>
</tr>
<tr>
<td>Covered Entities</td>
<td>You don’t technically need to be a &quot;business&quot; at all - you just need to control or process relevant information.</td>
</tr>
<tr>
<td>Disclosure / Transparency Obligations</td>
<td>An entity is required to provide the identity and the contact details of the data controller, the recipients of that data, the legal basis and purposes for processing, the retention period, the right of access and more.</td>
</tr>
<tr>
<td></td>
<td>The CCPA defines a &quot;business&quot; as a for-profit legal entity or sole proprietorship.</td>
</tr>
<tr>
<td></td>
<td>Under the CCPA, businesses need to inform consumers at or before the point of collection what information is being collected and why it’s necessary.</td>
</tr>
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CCPA – California Consumer Privacy Act

Similarities & differences with GDPR

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<td><strong>Right of Access</strong></td>
<td>Both the GDPR and the CCPA give consumers the right to not only learn what information is being collected, but to also get a complete copy of that information.</td>
</tr>
<tr>
<td><strong>Right to Deletion</strong></td>
<td>The GDPR applies to ALL data concerning a data subject, no matter where it came from.</td>
</tr>
<tr>
<td><strong>Right to Opt-Out</strong></td>
<td>The CCPA, however, only applies to data collected FROM the consumer.</td>
</tr>
<tr>
<td>The GDPR ALSO allows people to learn how long that information is being retained. The GDPR also has an additional “right to portability” in certain cases.</td>
<td>At any moment, the CCPA allows people to opt out of a business’ ability to collect or sell their personal data. At that point, a business is prohibited from doing anything meaningful with that data in any way.</td>
</tr>
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Thank you

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