



THE PRIVACY  
COMPLIANCE HUB

## CASE STUDY: **EVERYSTAY**



# HOW EVERYSTAY USES THE HUB SO THAT IT CAN FOCUS ON BUSINESS GROWTH

### What does EveryStay do?

EveryStay's mission is to make the world of online vacation rentals a better place for both owners and guests. EveryStay provides a lead generation service to property managers and landlords, as opposed to taking commissions from bookings. Their business model is to charge owners per unique lead and then allow those owners to get in contact directly with potential guests in order to manage the transaction independently, allowing clients to keep 100% of the booking value. They partner with one of the largest vacation rental meta-search sites "HomeToGo" and integrate with multiple channel managers across Europe and the U.S.

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Florian Richter,  
Managing Director  
of Everystay



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*"We feel prepared and reassured of what data we are collecting, with whom we are sharing that data and how we can best protect our customers' rights as well as EveryStay's reputation. This leaves us the time to concentrate on business growth, while maintaining and updating, whenever needed, our records and policies."*

## The challenge

Building partnerships and integrating with multiple channel managers across Europe and the U.S. has promoted business growth, but also made the GDPR compliance process more challenging. Obstacles EveryStay had to confront included defining the business' data flows; creating and maintaining an accurate Personal Data Register; implementing the right policies; and training EveryStay's staff so that they were all aware of the risks and steps they should follow.

"As a startup you tend to cut corners where you can." said Florian Richter, the Managing Director of Everystay. "But when it comes to GDPR, a shortcut has the potential to kill your business. I was dreading the day that we would get hit with a flood of subject access requests without being ready. This is the reason why I felt it was necessary to do our homework in advance and not leave it to the last minute."

"At the same time, everything should be done within a certain budget, meaning that frequently buying consulting services from a privacy professional would not be the right solution for a growing business such as ours."

## Choosing the Privacy Compliance Hub

Florian knew Karima Noren and Nigel Jones, Co-founders of the Privacy Compliance Hub, from their Google days and trusted each of them for their work ethic and reliability. When Karima talked to Florian about the Privacy Compliance Hub solution, Florian knew that it would be a valuable tool that would deliver continuous compliance at a reasonable price. It wasn't only a budget friendly solution, the Hub also offered the comfort for Florian of knowing that a comprehensive demonstration of compliance would be achievable.



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## The result

EveryStay can now demonstrate its compliance programme, a set of policies and processes tailored for Everystay and the right staff mentality towards privacy and security measures.

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Even today, the Privacy Compliance Hub follows and supports EveryStay at every step of their ongoing compliance journey. The Privacy Compliance Hub never stops evolving and caring about its customers.

Florian concluded by saying, “Following a recent presentation of new features of the Privacy Compliance Hub, which promote continuous education, online record keeping, updates on important data related issues and an interactive route map for meetings of Privacy Champions, we feel like we always have a privacy expert at EveryStay leading us and supporting us as we continue on our journey”.

### THE PRIVACY COMPLIANCE HUB

We believe that to protect personal information you need to build and maintain a culture of continuous compliance.

We enable our clients to achieve this by helping their staff understand privacy; care about privacy; and do their bit to help with privacy.

We provide one easy to use platform containing a comprehensive data protection compliance programme. It includes training, information, templates and reporting

