AI at every hotel

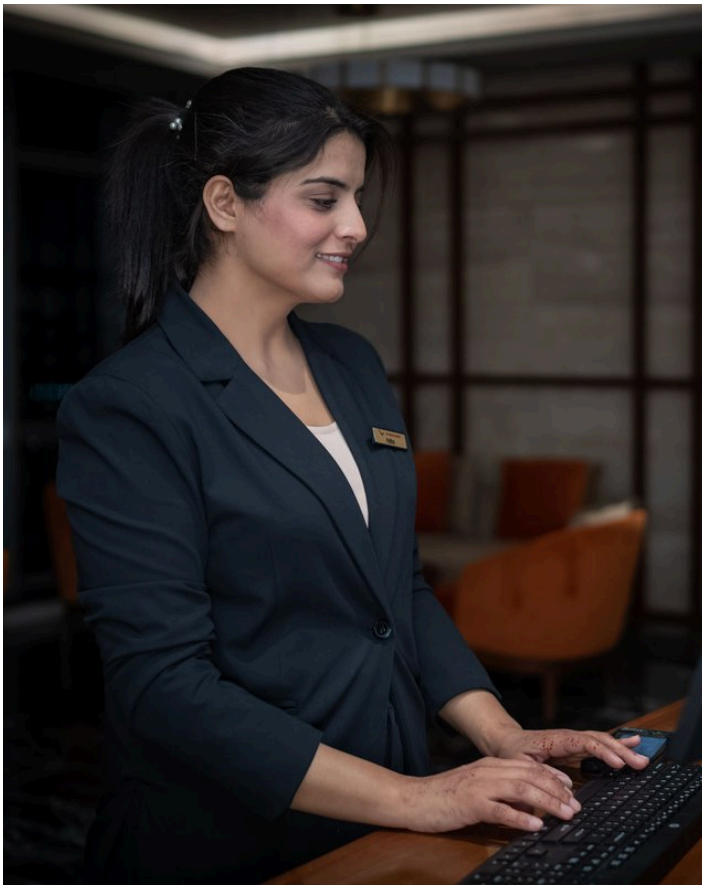
The rules that start on 10 December 2026 in Australia and 16 January 2027 in Indonesia, and how to use every AI tool across your hotels with confidence

pspsignaldesk.com/ai-governance/hotels



Why AI governance is a strategic move for hotel groups

AI now answers guests, quotes rates, scans passports and drafts review replies. Govern it well, and every hotel can use more of it, with confidence.



91% of hotel chains use AI, but only 28% have a company-wide AI strategy. Each barrier they name is answered from your first AI tool.

56%	Lack of AI expertise, training or skills	A written AI policy and training for every team
32%	No clear AI strategy or roadmap	One register of every AI tool, with next steps and dates
29%	Data security and privacy concerns	The privacy rules for each tool, in every market it reaches
28%	Data governance and access management	The AI apps each team uses and the data they reach

Source: h2c AI Opportunity Study 2026, 113 hotel chains with more than 8,200 properties

1

Lower your risk

The rules you know apply to your AI tools too. A face scan at check-in holds biometric data the law protects, and a rate a chatbot quotes must be accurate and not misleading.

2

Earn the trust of guests, owners and teams

Clear answers for guests. Simple rules for your teams. A versioned report that shows owners and management companies how you govern AI.

3

Take up AI with confidence

See the AI your teams use, approve each new tool before it reaches guests, and add tools across your hotels knowing what each requires.

Meet what Australians expect of AI

In the OAIC's 2026 privacy survey, 96% of Australians want conditions in place before AI is used in decisions that affect them, 79% want to be told when AI is being used, and 81% want the right to have a person review decisions.

Govern, Guard and Built responsibly

Three stages on one platform. Set it up yourself in minutes, at any hotel, and see your results the moment you add your first AI tool.

1 Govern

List every AI tool at each hotel and see its risk in every market it reaches, with each rule linked to its source and the date it starts. Clear next steps for each tool are ready for your team to act on.

At every hotel
A register and a versioned report for each hotel, ready for owners, management companies and auditors.

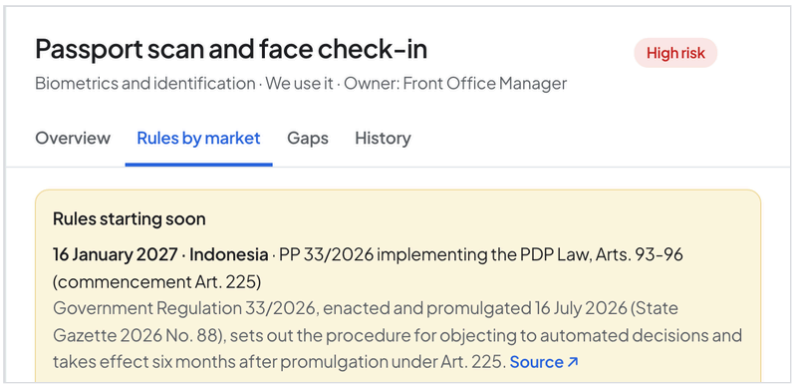


Exhibit 1. Sample hotel group: passport and face check-in, rules starting soon
Source: PSP SignalDesk AI Governance, sample hotel group

2 Guard

Microsoft 365 integration identifies the AI apps your teams use with work accounts, and staff declare their own through a private link, with no account needed. Each app shows its staff count and the data it reaches, checked nightly and on demand.

At every hotel
You approve every new tool before it joins the register, and each team gets a written AI policy and training through the free PSP AI Quickstart.

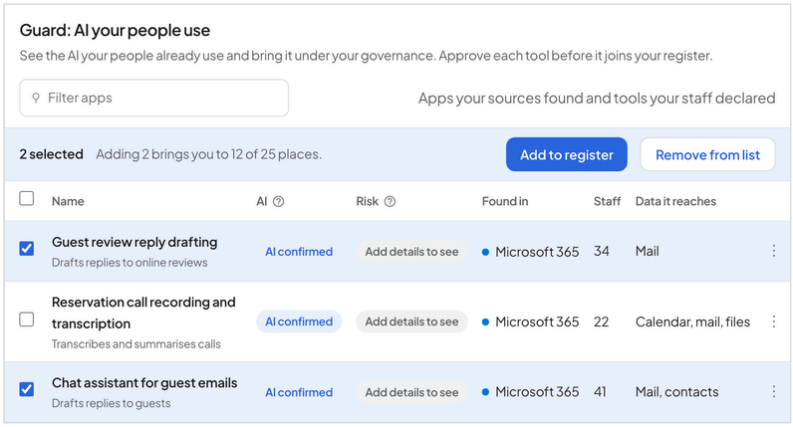


Exhibit 2. Sample hotel group: the AI apps its teams use, by staff count
Source: PSP SignalDesk AI Governance, sample hotel group

3 Built responsibly

For the AI tools you build, such as a guest concierge chatbot, answer 23 checks in plain words and attach your evidence, mapped to Indonesia's AI ethics circular, the ASEAN Guide, the NIST AI RMF, ISO/IEC 42001 Annex A and the EU's ALTAI. Versioned reports carry the evidence, confirmed by QR code.

At every hotel
Show guests, owners and auditors how each tool you build was made.

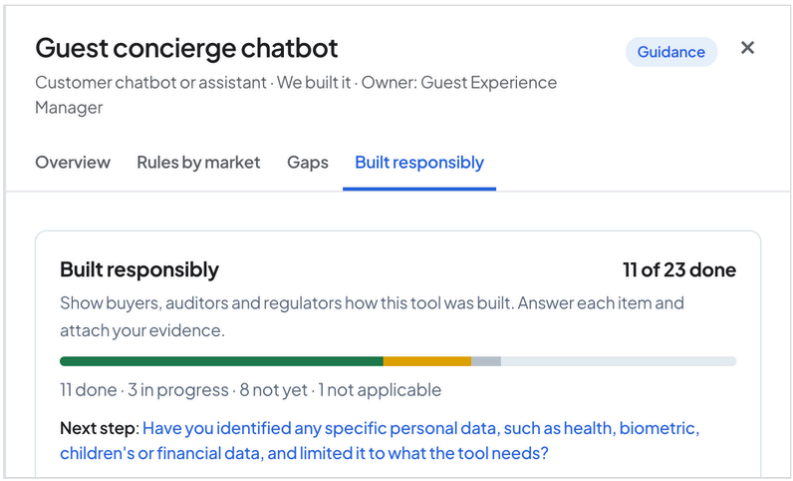


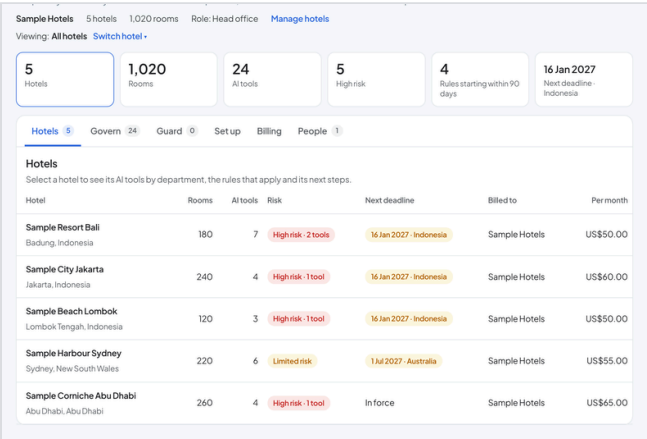
Exhibit 3. Sample hotel group: its guest concierge chatbot, 11 of 23 checks done
Source: PSP SignalDesk AI Governance, sample hotel group

From head office to every hotel

One account runs the whole group. Head office sees every hotel at once, each hotel keeps its own register, and every AI tool shows the rules of each market it reaches.

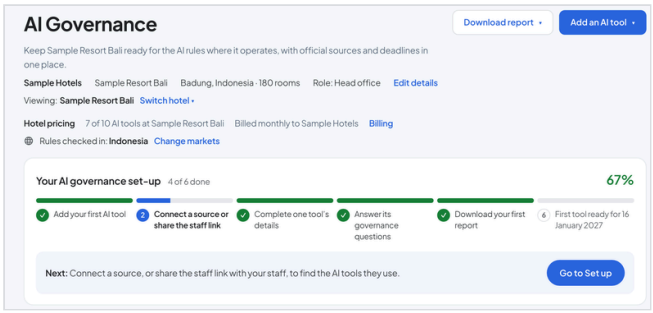
1 Head office

Every hotel with its risk, next deadline and price, for owners and management companies.



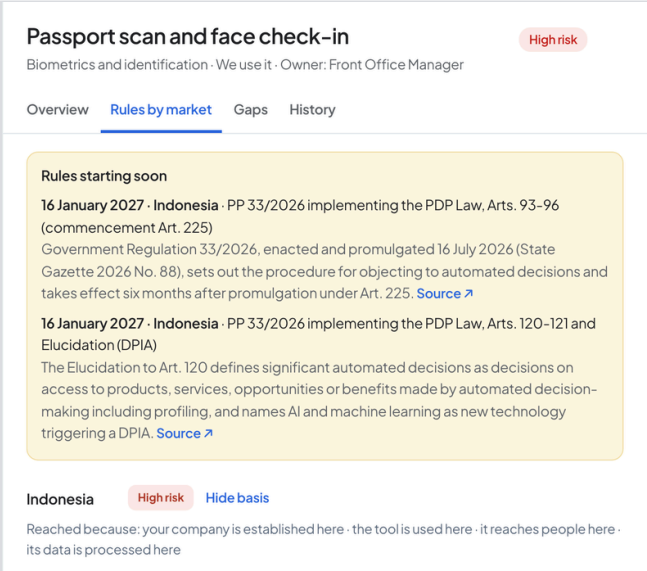
2 Each hotel

Its AI tools, what each needs next and the dates it is getting ready for.



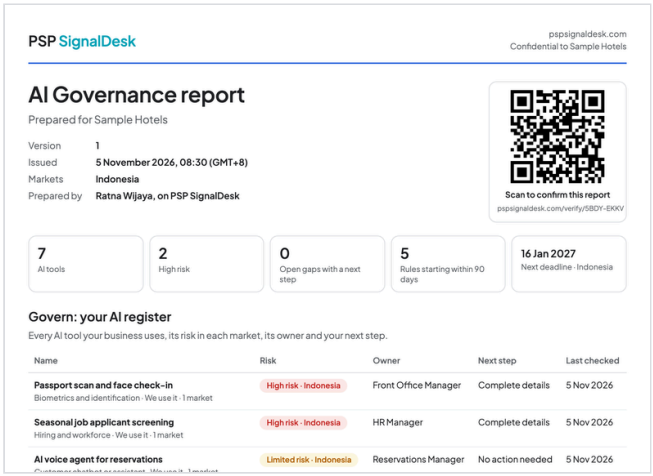
3 Each AI tool

The rules of each market it reaches, why they reach it, and their official sources.



4 Each report

A versioned report for each hotel, confirmed by its QR code.



Source: PSP SignalDesk AI Governance, sample hotel group (Sample Hotels: five hotels in Indonesia, Australia and the UAE)

Know the rules behind every AI tool

AI works in five areas of a hotel. Each area meets its own rules, set by the country where the hotel sits.

Area	The AI at work	The rules it meets	What to keep in place
Front office and reservations	Booking chatbots; AI voice agents for reservation calls; room assignment	Foreign-guest reports to immigration in Indonesia; notice to guests when their data is collected in Australia	A guest record you can stand behind, and a route to a person on every channel
Revenue and pricing	Dynamic room rates; rate shopping; upsell and personalised offers	Price and tariff statements that are not untrue or misleading in Indonesia; the total price as a single figure in Australia, with per-transaction charges shown up front from 1 July 2027	The full price up front, and a person who approves each pricing strategy
Guest messaging and reviews	Chatbots on WhatsApp and the web; review replies; translated emails and offers	Correct, clear and honest information on the service in Indonesia; consent, a named sender and a working unsubscribe for marketing messages in Australia, where the OAIC's guidance asks that chatbots are identified as AI	Guests told when they are talking to AI, and offers sent only with consent
Check-in, identity and cameras	Passport scanning; face matching at check-in; CCTV video analytics	Biometric data protected as specific data in Indonesia and, when used to verify or identify a person, as sensitive information in Australia; an impact assessment in Indonesia, completed before processing from 16 January 2027; signs for cameras in public areas in Indonesia	Consent and notice before any face scan, and an assessment on file
Staff and hiring	Rostering and housekeeping plans; screens for seasonal hiring	The right to object to decisions made by automated processing alone that have a legal or significant effect, in Indonesia; automated decisions named in Australian privacy policies from 10 December 2026	A person in every hiring decision, and a clear way to ask for review

Exhibit 4. The AI at work across a hotel, the rules each area meets and what to keep in place

A route to a person for automated decisions

In Indonesia, a guest can object to a decision made by automated processing alone that has a legal or significant effect on them. From 16 January 2027, when the objection is verified and accepted, the hotel offers an alternative with a person involved or without the automated result. Build that route into every chatbot and voice agent.

The rules every hotel runs on

Data protection, consumer and immigration rules apply at every hotel, and to the AI tools it runs. Each market sets its own.

Indonesia

Personal data

UU 27/2022 on Personal Data Protection

Biometric data, including facial images, is specific personal data, and a person can object to decisions made by automated processing alone, including profiling, that have a legal or significant effect on them.

Foreign guests

UU 6/2011 on Immigration, Pasal 72 and 117; APOA

Report each foreign guest through the immigration app APOA, with a photograph of the passport page at check-in, and record the check-out.

Honest information

UU 8/1999 on Consumer Protection, Pasal 4, 7 and 10

Give guests correct, clear and honest information about the service, with no untrue or misleading statement about a price or tariff.

Australia

Privacy

Privacy Act 1988, APP 3, 5 and 11

Biometric information used to verify or identify a person is sensitive information: collect it with consent and only where reasonably necessary, tell guests at collection, and keep it secure.

Prices

Australian Consumer Law, s 48

Show the total price as a single figure, at least as prominently as any part of it.

Marketing messages

Spam Act 2003

Send email, SMS and instant messages with consent, name the sender, and honour an unsubscribe within 5 business days.

Numbers to know

3×24 hours to tell guests and the authority of a data breach in Indonesia

30 days to assess a suspected data breach in Australia

7 triggers for a data protection impact assessment in Indonesia, biometric data among them

2 APOA reports for each foreign guest, at check-in and at check-out

5 business days to honour an unsubscribe in Australia

9 values in Indonesia's AI ethics circular, SE 9/2023

Read at official Indonesian and Australian sources, 2 November 2026.

The same rules reach your AI tools

Privacy obligations apply to any personal information put into an AI system, as Australia's privacy regulator sets out. Clear notices, a person in the decisions that matter and a record of why serve every tool you add.

The dates to plan for

Six dates to plan for from December 2026 to July 2027. Plan each from its official source.



10 December 2026 to 16 January 2027
Australia, Colorado and Indonesia

1 July 2027
Australia

10 December 2026 **Australia**

Privacy Act 1988, APP 1.7 to 1.9

Name in your privacy policy the kinds of personal information your software uses, and the kinds of decisions it makes or shapes, where a decision could significantly affect a person.

1 January 2027 **Colorado, United States**

SB 26-189

Give notice before AI materially influences a hiring decision, explain an adverse outcome within 30 days, and offer human review on request where commercially reasonable.

16 January 2027 **Indonesia**

PP 33/2026, Pasal 120 and 121

Complete the impact assessment the Personal Data Protection Law asks for before high-risk processing starts, such as automated decisions with a legal or significant effect, biometric data, large-scale processing or new technology.

16 January 2027 **Indonesia**

PP 33/2026, Pasal 93 to 95

Give people a way to object to automated decisions with a legal or significant effect, and explain the technology. When an objection is verified and accepted, offer an alternative with a person involved or without the automated result.

16 January 2027 **Indonesia**

PP 33/2026, Pasal 17 to 19

In public areas, use cameras only for their security purpose and the area it needs, never to identify a person, with a sign that a device is operating and a named contact, at the entrance or before an open area.

1 July 2027 **Australia**

Competition and Consumer Amendment (Unfair Trading Practices) Act 2026

Show any per-transaction charge with the base price, prominently and close by. Unfair trading practices are banned from the same day.

PP 33/2026 was promulgated on 16 July 2026 and takes effect six months later (Pasal 225). Further detail on automated decisions follows in a regulation of the data protection authority (Pasal 96).

In place today

17 October 2024 **Indonesia**

The two-year adjustment period under the Personal Data Protection Law ended

21 October 2024 **Australia**

Privacy guidance for businesses using commercially available AI products

12 May 2025 **United States**

The total price, mandatory fees included, every time a price for a stay is shown or advertised to guests in the United States

26 March 2025 **Indonesia**

Immigration's notice: hotels report foreign guests through the APOA app

10 June 2025 **Australia**

A statutory tort for serious invasions of privacy

29 July 2026 **Australia**

Updated guidance on facial recognition: assess each deployment

Sources read at their official pages on 2 November 2026; PP 33/2026 in the State Secretariat's certified copy.

Check in guests and set room rates with confidence

Identity and pricing tools shape who stays and at what price, and they meet more of the rules in this guide than any other tools. A few habits keep both decisions clear at every hotel.

1 Check-in and identity

Report each foreign guest through APOA at check-in, and record the check-out.

In Australia, collect a face scan with the guest's consent and only where it is reasonably necessary; a sign alone will not generally be enough.

In Indonesia, keep a data protection impact assessment for face matching, and for passport scanning at scale; from 16 January 2027, complete it before the processing starts.

In Indonesia, keep cameras in public areas to their security purpose, with a sign and a named contact at the entrance or before the area they watch.

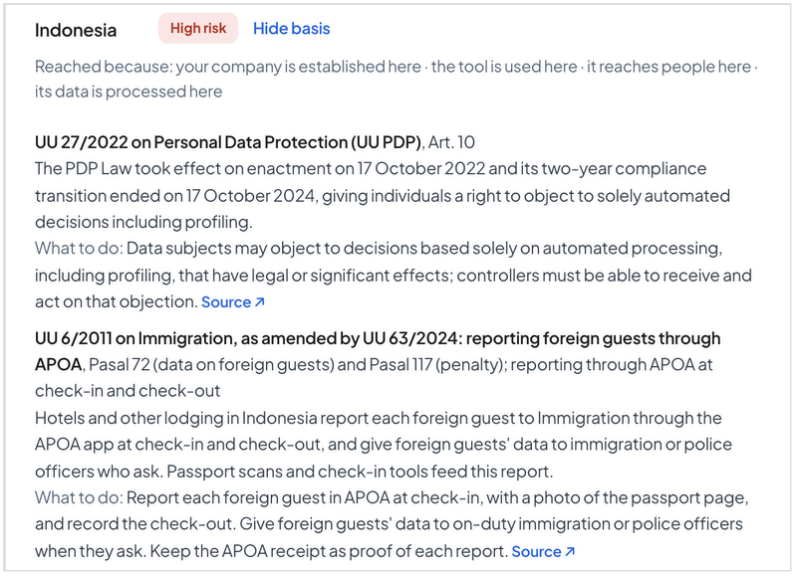


Exhibit 5. Govern: indonesia's rules for passport scan and face check-in
Source: PSP SignalDesk AI Governance, sample hotel group

2 Rates and offers

In Australia, show the total price as a single figure, at least as prominently as any part price.

From 1 July 2027 in Australia, show each per-transaction charge beside the base price.

Check that every rate a chatbot or voice agent quotes is accurate and not misleading.

Have a person approve each pricing strategy the engine runs.

Australia	In force: the total price as a single figure, at least as prominent as any part price (s 48)
Australia	From 1 July 2027: per-transaction charges shown with the base price (s 48A)
Indonesia	In force: no untrue or misleading statement about a price or tariff (UU 8/1999, Pasal 10)
United States	Since 12 May 2025: the total price for hotel stays, more prominent than any other pricing (16 CFR 464)

Exhibit 6. Price display rules for hotel rates, by market

A high bar for face recognition

After the Administrative Review Tribunal's Bunnings decision, Australia's privacy regulator updated its facial recognition guidance on 29 July 2026: each deployment is assessed against the Privacy Act, and a precautionary approach is required.

Five steps to lead with AI at every hotel

A plan your teams can start this quarter, in place for the first dates in December and January.

1	**List every AI tool at each hotel** Its purpose, the data it uses and its owner, including the apps staff use, found through Microsoft 365 and a private staff link.	This quarter Govern and Guard
2	**See the rules each tool must meet** Indonesian, Australian and other rules for each hotel's location, each with its source and start date.	This quarter Govern
3	**Update your notices, consents and assessments** Consent for face scans and impact assessments for high-risk tools now, privacy policies that name automated decisions by 10 December 2026, and camera signs by 16 January 2027.	This quarter
4	**Keep a person in the decisions that matter** Face check-in, pricing strategy and hiring, with a route to a person when a guest or applicant objects.	By 16 January 2027
5	**Show owners and management companies how you govern AI** A versioned report, with the evidence for the tools you build, kept current as laws change.	Every quarter Govern and Built responsibly

Your plan to July 2027

- **This quarter**
  List and check every AI tool
- **10 December 2026**
  Australia's privacy policy rule starts
- **16 January 2027**
  PP 33/2026 applies in Indonesia
- **1 July 2027**
  Australia's per-transaction charge rule starts

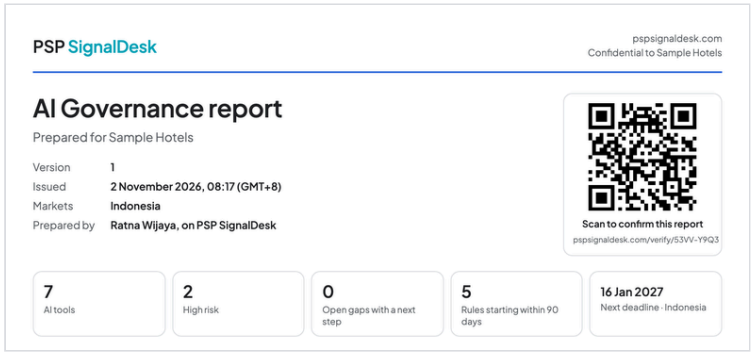


Exhibit 7. Govern: a versioned report with a QR code anyone can scan to confirm it
Source: PSP SignalDesk AI Governance, sample hotel group

Each step supports Indonesia's AI ethics circular (SE 9/2023), the OAIC's guidance on AI products and the NIST AI Risk Management Framework.

Start with your first hotel today

Your first AI tool is free, and your results are ready the moment you add it. Set it up yourself in minutes, at any hotel, with our team there whenever you need us. Next step: plan your AI governance. Contact carmen@pacificstrategypartners.com to get started.

Check your first AI tool free

Every rule in this guide was read at its official source on 2 November 2026.

Govern AI with the team global leaders choose

Keep every AI tool at every hotel ready for the rules of each market you serve, and give owners, guests and partners every reason to trust how you use AI.

US$15B+
in APAC transactions across the principals' record

30 years
advising senior leaders across Asia Pacific

3 continents
of governments and institutions engaged

Work with leading AI governance experts	Our team comprises leading AI governance practitioners and cyber security experts, members of the IAPP, and board members of AI advisory committees and AI research labs at leading US universities and colleges.
Lead with a team governments and leading businesses trust	Our leadership has spoken at the United Nations in Geneva, served on the advisory board of the UK Parliament's All-Party Parliamentary Group on Blockchain, and drafted two Senate bills with Colombia's Office of the President, both passed into law by unanimous vote.
Move faster at fixed prices	Our practitioners and technologists work alongside yours from the first plan to everyday use: AI policy and impact assessments, testing, red teaming and AI security, and training for your team.
Act on the official text of every rule	Every rule links to its official text, shows the day it was checked, and is kept up to date as laws change.
Add specialist depth across ASEAN	When the work needs specialist depth, we bring the region's leading practitioners across Indonesia and ASEAN to your side.

Organisations our team has delivered high-stakes outcomes for

12
Healthcare and life sciences
Johnson & Johnson, Roche, Bayer, Medtronic

17
Industry, energy and materials
Vestas, Eaton, Sumitomo, Worley

7
Consumer brands
Kimberly-Clark, Pernod Ricard, Brown-Forman, Campbell's

8
Technology, media and services
HP, NetApp, SATS, Nine Entertainment

Plan your AI governance with our team

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