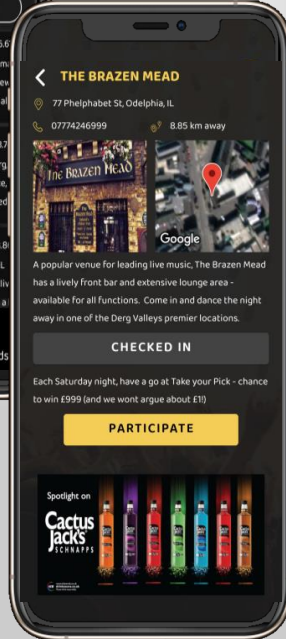
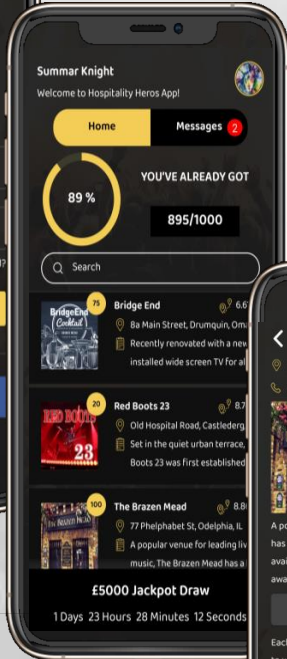
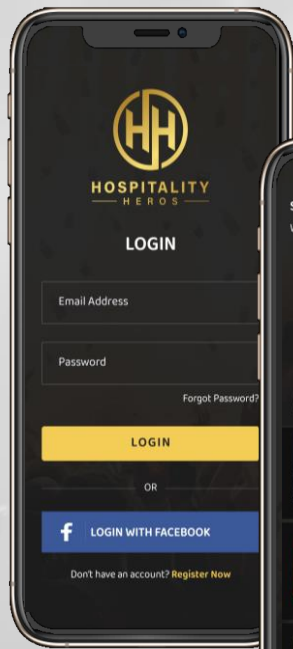




HOSPITALITY — HERO S —

A guide for partner
venues & events





Contents

Overview

App Overview 3

Key Features

Venue Guide 4

Reward and Recognition 4

Venue Profiles 5

Data Reports 6

Marketing Trends 6

Track and Trace 7

Emergency Use 8

Unforeseen Circumstances 8

Back Office

Live Portal 9

In-House Loyalty 9

Messages and Notifications 10

Registration

Daily Hospitality 11

Event and Venues 11

Social Media 12

Promotions 12

Content Management 13

Terms and Conditions 13

Privacy Policy 14

OVERVIEW

Hospitality Heros is the only multi-user directory with a dedicated reward function; which is specifically designed for the hospitality and licenced trade sectors across the UK and Ireland.

KEY FEATURES

Pubs, clubs, social venues and other licenced premises who register with us will appear exclusively on the **Hospitality Heros** directory of partner venues.

Customers can explore the directory through the list or search function and will see live information including details events, promotions and competitions in each partner venue or event profile.

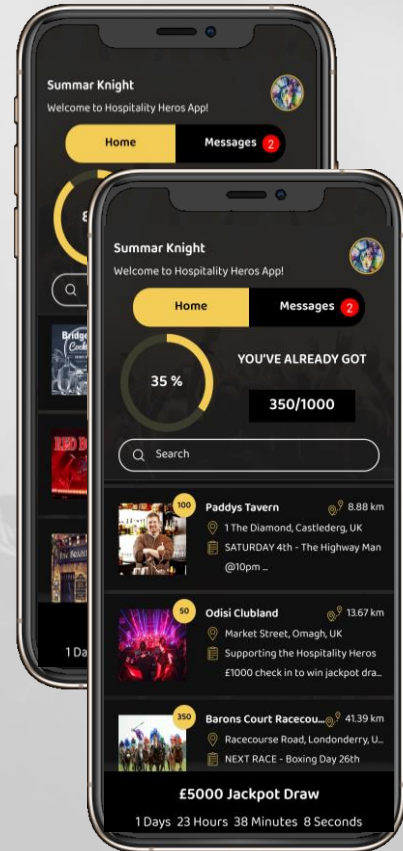
Through **Hospitality Heros**, app users gain points by checking in to any of the partner venues. The more often a user checks in – the quicker they can collect points as a reward.

This creates an incentive to engage with the venues and events more often - resulting in higher footfall and increased profitability.

The concept is effective, responsive and can be scaled up to meet the sectors needs.



HOSPITALITY
HEROS





HOSPITALITY
HEROS

VENUE GUIDE AND EVENTS

Using GPS and location services, users can find a list of their closest **Hospitality Heros** partner profiles. This list will only contain those venues and events who are verified as a partner profile – omitting any venues, locations or events who are not part of the **Hospitality Heros** group. A search function is also available for returning customers.

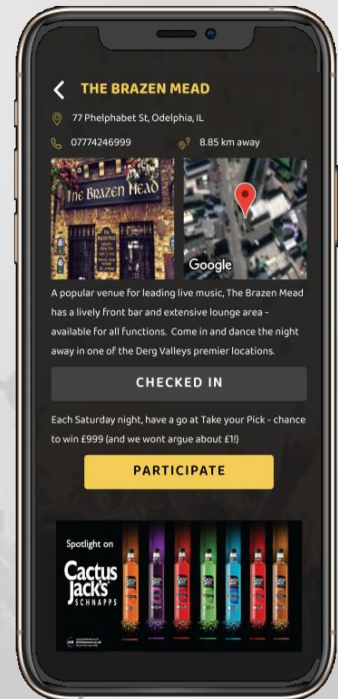
In order to use the check-in function users must view each venue profile, which contains basic information about the venue and dedicated advertising space which can be used for in-house loyalty, advertising or passive income generation.

The check-in function is only available to users who are physically in the partner venue or event.

REWARD AND RECOGNITION

By checking in to partner venues, users collect points. This allows them to accumulate points which can then be used to enter the weekly jackpot or in-venue draws. Users can only gain points by checking in to a **Hospitality Heros** partner venue.

Check-ins can only be done while a user is in the vicinity of a partner venue and are limited to once in every 12 hours (with a 6am default reset time)





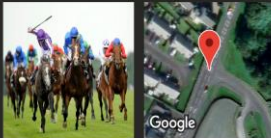
HOSPITALITY
HEROS

VENUE PROFILES

Hospitality Hero partners benefit from dynamic profiles and are supported by an individual back-office portal. Through this, partners can access live check-in data and reports, manage their own track and trace capabilities or use the in-app advertising to highlight promotions or as a passive income resource.

BARONS COURT RACECOURSE

Racecourse Road, Londonderry, UK
028 82 2425610 41.38 km away




NEXT RACE - Boxing Day 26th December
Online: www.racecourse.com/ticket
Since the 18th Century Barons Court racecourse has played host to the "sport of kings"...more

CHECK IN


Exclusive VIP tickets for Hightown Flyer suite and £50 FREE bet on any race at the Ladies Day meeting...more

PARTICIPATE



THE BRAZEN MEAD

77 Phelphabet St, Odelphia, IL
07774246999 8.85 km away




A popular venue for leading live music, The Brazen Mead has a lively front bar and extensive lounge area - available for all functions. Come in and dance the night away in one of the Derg Valleys premier locations.

CHECKED IN


Each Saturday night, have a go at Take your Pick - chance to win £999 (and we wont argue about £1)

PARTICIPATE



PADDYS TAVERN

The Diamond, Castledegr, UK
078741526589 8.87 km away




SATURDAY 4th - The Highway Man @10pm
EASTER SUNDAY - Happy Hour 5-7pm
This stylish bar / lounge and off-license is a wonderful escape from the busy streets outside. Set on the ...more

CHECKED IN

Check in before 10pm and win £100 Bar tab!

PARTICIPATED



1. **Partner details** – venue or event name, address, contact details and distance to venue.
2. **Profile photo** and interactive location map linked to google maps for ease of use.
3. **Venue description**, event information and text advertising. Check in function used to collect points when at the location.
4. **Partner draw** details and participate function. Only accessible when at the required location and for set date and time.
5. **Dedicated advertising**. This can be set by the venue to display their own graphic advertising or managed by admin with potential to generate passive income.



HOSPITALITY
HEROS

DATA REPORTS

In line with the necessary Data Protection legislation, **Hospitality Heros** automatically has the capability to make non-invasive user data available.

Examples of what is available for all partner venues:

Social Data

Demographics

Gender balance

Age ranges

Frequency of activity

Venue Data

Data Trends – eg. Busiest times

Check-in statistics per day, week, month

Quarterly reports

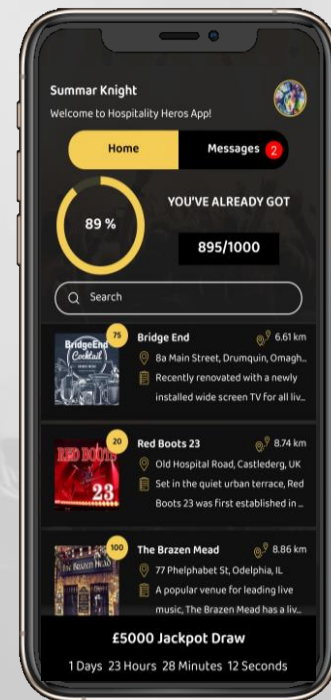
Custom data sets as required

MARKETING TRENDS

Using the information from the data reports - venues and event organisers can identify trends and marketing opportunities.

Information can also be used to manage capacity, evidence footfall and identify peak times and successful promotions.

In line with GDPR and out privacy policy, **Hospitality Heros** remain as the overall data controller which ensures that the use of data is fully compliant and secure. In most instances non-personal data is used – except for occasions when Track and Trace is required.





TRACK AND TRACE

In line with government guidelines and public health advice; **Hospitality Heros** are able to offer a system with track and trace capabilities.

Each partner venue or event will be able to use their own back office portal to track and trace customers for up to 21 days if required. **Hospitality Heros** is registered with the Information Commissioners Office and is GDPR compliant.

The screenshot displays the 'Checkins' section of the Hospitality Heros portal. It includes a search filter for the duration from 07/05/2021 to 18/05/2021, with 'SEARCH' and 'RESET' buttons. Below the search, there are 'EXPORT EXCEL' and 'EXPORT CSV' options. The main content is a table of check-in entries. The table has the following columns: First Name, Surname, Email, Contact Number, Check In Date, and Check In Time. The data is as follows:

| First Name | Surname | Email | Contact Number | Check In Date | Check In Time |
|-------------|-------------|------------------------------|--------------------|---------------|---------------|
| Gordon | Hastings | ghasting@gmail.com | (+44) 784512658974 | 18 May 2021 | 16:33:44 PM |
| Paucic | O'Hara | psohara@gmail.ie | (+44) 795865698521 | 16 May 2021 | 22:31:21 PM |
| Harbey | Willis | harby.willis@live.co.uk | (020) 8569854124 | 16 May 2021 | 19:30:41 PM |
| Zara | Willis | zara.willis@gmail.co.uk | (020) 85 69854124 | 16 May 2021 | 19:30:44 PM |
| Thomas | Nelson | TommyNel26@gmail.com | (+44) 795236854788 | 15 May 2021 | 21:01:33 PM |
| Summar | Knight | user.summarknight@odisi.eu | (+353) 81454215898 | 15 May 2021 | 19:55:25 PM |
| Hilary | DePhelps | dephelps121@hotmail.com | (028) 78 58452369 | 15 May 2021 | 19:44:07 PM |
| Budley | Rogers | kevinrogers76@hotmail.co.uk | (+44) 785214565698 | 15 May 2021 | 18:15:35 PM |
| Alice-Jayne | Bessbrooke | Alice-Jayne@odisi.eu | (+44) 79854121014 | 15 May 2021 | 17:11:41 PM |
| Vesta | Berrysfort | templeofvesta@live.co.uk | (+44) 784513699696 | 12 May 2021 | 21:33:40 PM |
| Hiram | Oshama | hiram@goopie.in | (+35) 787196524870 | 11 May 2021 | 18:55:22 PM |
| Robertson | Grace | office@greyabbeypress.news | (+44) 75967895412 | 11 May 2021 | 19:30:41 PM |
| Louise | Owens-Jones | missoj2002@incredimail.ie | (+353) 74915485422 | 11 May 2021 | 19:19:32 PM |
| Jhaun | Dacey | Daceyj-music@infobot.uk | (+44) 77181933333 | 10 May 2021 | 20:11:41 PM |
| Lucy | Wardston | lucy-xox@hotmail.com | (+44) 72125698412 | 09 May 2021 | 20:17:49 PM |
| Sylvia | O'Hara | psohara@gmail.ie | (+44) 795865698521 | 09 May 2021 | 20:30:08 PM |
| Annie | Sheilds | annie.sheilds@live.co.uk | (+44) 795263541002 | 09 May 2021 | 19:51:41 PM |
| Andy | Craigavon | acraigavon96@outlook.co.uk | (+44) 777412001589 | 09 May 2021 | 18:17:56 PM |
| Rickard | Rickham | capitalworks@btconnect.com | (+44) 777009995471 | 08 May 2021 | 17:12:09 PM |
| Billy | McCartan | williammcartan@hotmail.co.uk | (028) 82 845 8747 | 07 May 2021 | 18:11:58 PM |

Showing 1 to 12 of 12 entries

Prev 1 Next



HOSPITALITY
HEROS

EMERGENCY USES

Safe locations and emergency cordons are very easy to set up and manage. The **Hospitality Heros** app can be used to designate safe zones, fire assembly points and instantly allows users check-in in the event of an emergency.

This can be used as a rollcall and previous check in data can be used as a register in the event of an emergency.

Unforeseen Circumstances

Sometimes unpredictable and unexpected things happen and there may be times when it is vital to communicate with your customers as soon as possible.

For example:

“Capacity Reached”

“Reopening Next Thursday”

“Event Cancelled due to weather”

All partner venues can send notifications and announcements to the app users. Notifications are a one-way communication tool from the partner venue to the user.





HOSPITALITY
HEROS

LIVE PLATFORM

There is significant scope and flexibility within the **Hospitality Heros** app to allow partner venues to use this platform as their own loyalty scheme – without the hassle or expense.

Partner venues will be able to see all live check-ins at the venue at any given time using their own **Live** portal.

IN-HOUSE LOYALTY

This will allow venues to run “in-house” loyalty or reward schemes as well as managing their own dedicated advertising space

Combining the **Live** portal with the data reports - partner venues can create rewards and promotion opportunities which best suit their changing needs.

Examples

£200 Draw for Bar tab for all check-ins between 8-10pm.

VIP Tickets for most frequent check-in in February

FREE Entry if you Check in before 9pm on Friday night

Halloween **Spot Prize** on the night

Merchandise and promotional giveaways

Profiles can also remain static as a simple directory listing





HOSPITALITY
HEROS

MESSAGING

Keeping app users and customers up to date is important – especially for urgent announcements or unexpected events.

Any of the partner venues or event profiles have access to the message function. This means that communication can be sent directly to the app users and customers.

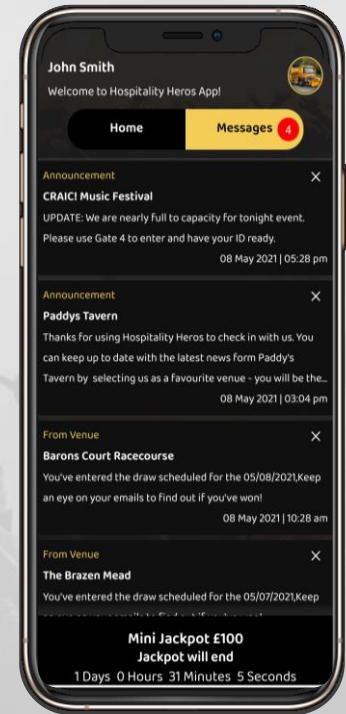
This is a one way communication – meaning customers can not respond to messages.

NOTIFICATIONS

Push notifications alerts users to new information or recent updates on partner profiles.

This will be further developed with the ability to “Like” or “Favourite” specific profiles.

Notifications are limited and managed to be non-intrusive and act to compliment the apps functionality.





HOSPITALITY
HEROS

REGISTRATION

Registration is **FREE** and is available to established traditional licensed premises, hospitality venues, sports venues, outdoor events selling alcohol and music festivals.

Daily Hospitality

This registration is best for pubs, clubs and licenced premises who trade on a daily basis at fixed premises. The registration is for one year and permits the partner venue to be listed with up to a set number of points per check-in.

Events and Festivals

This registration is most suitable for sports grounds, music festivals, racecourses, public events, shows, and one off attractions which require a license to sell alcohol. Partner events or venues can be listed with 100+ points per check in.



Additional events and points value may be purchased on both tiers of registrations. Please contact us or ask your brand ambassador for more information

ONLINE

Complete the online form at:
www.hospitality-heros.co.uk

TELEPHONE

Call us on:
077 369 33 232 and we can complete your registration over the phone.

MESSAGE

Simply text or WhatsApp
"REGISTER" to: **077 369 33 232**
Standard message rates apply.



HOSPITALITY
HEROS

SOCIAL MEDIA INTEGRATION

In a fast moving world where people want to be ever more connected. **Hospitality Heros** integrate various aspects of social media for function and for marketing of our brand.

ACTIVE PROMOTIONS

A range of promotional materials are available to partner venues for in-house promotions.

Livery and signage, as well as promotional gifts, t-shirts and branded give-aways are available **FREE** from registration and right throughout the duration of being a partner venue.

Dedicated brand ambassadors also provide support to partner venues by arranging promotional events and opportunities throughout the year and can assist with any technical issues venues may have.

Hospitality Hero partner venues will benefit from targeted local, regional and national marketing campaigns and will be kept up to date with ongoing promotions and campaigns via the **Live** portal.

Additional marketing support will be given from our associated industry advertisers including: suppliers, breweries, drinks distributors, stockists and taxi firms.



Content Management

1. All content is supplied by the partner venue and will be inputted directly by the venue via the Live portal or by contacting designated staff.
2. Content is accepted by phone, email, text or print.
3. In all cases content will be uploaded as soon as possible.
4. In circumstances where a content issue arises it is expected that the member will engage with the administration staff directly to address the issues as quickly as possible.
5. We remind members that they are responsible for the content within their individual venue profile and associated advertising space (where not managed directly by administration staff)
6. We accept no responsibility for any loss, injury, actual or perceived damage or misconduct in relation to the related activity, its participants or organisers detailed or described within the app or associated products or services.
7. We reserve the right to refuse publication of anything deemed inappropriate, offensive or contrary to commercial, civil or criminal law.
8. All copyright, trademarks, designs and other intellectual property (registered & unregistered) within the Hospitality Heros product remain the property of the Company and nothing here within can be used by any-one, except in cases where permission has been actively sought and given by the Company

Payments and Invoices

1. Payments for Registration packages and other fee can be paid directly by any of the accepted methods or by cash or business cheque to an Hospitality Heros representative.
2. We accept regular or recurring payments via credit or debit card, PayPal, electronic transfer (BACS) or Direct Debit for specific products and services.
3. Daily Hospitality Membership is for 52 consecutive weeks and is required 26 weeks in advance. This will be invoiced and receipted accordingly upon registration
4. Events and Festivals Membership is for up to 12 events, occasions or festivals within 12 consecutive months and is required in full in advance. This will be invoiced and receipted accordingly upon registration.
5. Where necessary, we engage a policy of payment by cleared funds only and no credit facilities are available.
6. We will work in a supportive and understanding way to address any issues regarding payments or invoices.
7. We reserve the right to restrict or cancel membership as a result of non-payment or non-compliance or any such breach as we deem necessary.



HOSPITALITY
HEROS

PayPal™



Available on the
App Store



Get it on
Google play

Privacy Policy

The Hospitality Heros Privacy Policy describes how we treat personal information when you use Hospitality Heros apps, subscriptions, products and services. Hospitality Heros is unsolicited and your use of it is subject to this policy. In addition, this Privacy Policy describes the Hospitality Heros privacy practices that are specific to Google Payments.

The Hospitality Heros Privacy Policy applies to any and all services offered by ODISI Ltd T/As Hospitality Heros or its wholly owned subsidiaries, including ODISI Ltd. For users, subscribers, partner venues and business organisations based in the European Economic Area (including the UK), the data controller responsible for your information is ODISI Ltd.

How we use the information that we collect

In addition to the uses listed in the Hospitality Heros Privacy policy, we use the information that you provide to us and to ODISI Ltd or another of our subsidiaries, as well as information about you from third parties, in order to provide for customer service purposes, and to prevent harm to the rights, property or safety of Hospitality Heros, our users or the public, including to help prevent fraud, phishing or other misconduct. Such information may also be used to assist third parties in the provision of products or services that you request from them. We also use the information to review your Hospitality Heros Account to determine whether you continue to meet the terms of the account, to make decisions about your future service based transactions and for other legitimate business needs related to the Hospitality Heros transactions initiated by you.

Your registration information is stored in association with your Hospitality Heros Account, and your registration of a payment method will be stored on our server(s). In addition, certain

data elements may also be stored on your mobile device. We may retain the information that you provide for extended periods of time for the purpose of complying with legal process and regulatory obligations.

Any information that you provide directly to a third-party merchant, website or application is not covered by this privacy notice. We are not responsible for the privacy or security practices of merchants or other third parties with whom you choose to share your personal information directly. We encourage you to review the privacy policies of any third party to whom you choose to share your personal information directly.

GDPR Privacy

Legal Basis for Processing Personal Data under GDPR

We may process Personal Data under the following conditions:

- You have given Your consent for processing Personal Data for one or more specific purposes
- It is necessary for the performance of an agreement with You and/or for any pre-contractual obligations thereof.
- It is necessary for compliance with a legal obligation to which the Company is subject.
- Personal data is necessary in order to protect your vital interests or of another natural person.
- It is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Company.
- In any case, the Hospitality Heros will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a

requirement necessary to enter into a contract.

Your Rights under the GDPR

Hospitality Heros undertakes to respect the confidentiality of your personal data and to guarantee you can exercise your rights.

You have the right under this Privacy Policy, and by law if you are within the EU, to:

- The right to access, update or delete the information we have on you. Whenever made possible, you can access, update or request deletion of your personal data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you. This also enables you to receive a copy of the personal data we hold about you.
- Request correction of the personal data that we hold about you. You have the right to have any incomplete or inaccurate information we hold about you corrected.
- Object to processing of your personal data. This right exists where we are relying on a legitimate interest as the legal basis for Our processing and there is something about your particular situation, which makes you want to object to our processing of your personal data on this ground.
- You also have the right to object where we are processing your personal data for direct marketing purposes.
- Request erasure of your personal data. You have the right to ask Us to delete or remove personal data when there is no good reason for us to continue processing it.
- Request the transfer of your personal data. We will provide to you, or to a third-party you have chosen, your personal data in a structured, commonly used, machine-readable format.

Please note that this right only applies to automated information which You initially provided consent for Us to use or where

Privacy Policy

- We used the information to perform a contract with you.

- Withdraw Your consent. You have the right to withdraw your consent on using your personal data. If you withdraw your consent, we may not be able to provide you with access to certain specific functionalities of Hospitality Heros services.

Exercising of Your GDPR Data Protection Rights

You may exercise your rights of access, rectification, cancellation and opposition by contacting us. Please note that we may ask you to verify your identity before responding to such requests. If you make a request, we will try our best to respond to You as soon as possible.

You have the right to complain to a Data Protection Authority about our collection and use of your personal data. For more information, if you are in the European Economic Area (EEA), please contact your local data protection authority in the EEA.

Information security

The security of your account information and personal data depends on you keeping your account password(s), PINs and other access information for the Hospitality Heros service confidential. If you share your account information with a third party, he or she will have access to your account and your personal information.

It is your responsibility to control access to your mobile device and the Hospitality Heros application on your device, including keeping your password(s) and/or PIN confidential and not sharing it with anyone. It is also your responsibility to alert Hospitality Heros or the

relevant partner if you believe that the security of the information in the application has been compromised.

© 2021 Hospitality Heros

DATA CONTROLLER:

ODISI Ltd T/as Hospitality Heros

ICO REGISTRATION NUMBER:

ZB066637



HOSPITALITY
HEROS

VENUE REGISTRATION

So that we can create your partner venue profile—please fill in the below information. Once this has been submitted one of our staff will be in touch. We look forward to working with all our Hospitality Heros!

Public Information

Venue Name*

Venue Description*

Venue Contact Number*

Street Address*

Town/City*

Country*

Postcode*

Facebook

Instagram

Account Information

First Name*

Surname*

Contact Number*

Email Address*

Confirm Email Address*

Password*

Confirm Password*



SELECT VENUE PROFILE PIC



REGISTER

Already have an account? [Login](#)

©2021 All Rights Reserved.



HOSPITALITY
HEROS



setup@hospitality-heros.co.uk

REGISTER AT

www.hospitality-heros.co.uk