



# Risk Management

by William D. Frye, Ph.D., CHE

## Inexpensive devices can ensure guest privacy and eliminate peephole tampering

*Another great article from The Rooms Chronicle® the #1 journal for hotel rooms management! \*\*\*Important notice: This article may not be reproduced without permission of the publisher or the author.\*\*\* College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

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The revelation that occurred last summer following the Erin Andrews peephole stalking case has had a profound impact on the Lodging Industry. In a similar fashion to the Connie Francis rape and robbery that occurred in 1974, where the famous singer won a lawsuit against a hotel for inadequate security, the result of which influenced the hotel and motel industry to install deadbolts, viewing ports, and improved lighting, the Erin Andrews case is making many hoteliers rethink their approach to security as it pertains to viewing ports and guest confidentiality.

In the Erin Andrews case, the viewing port (often referred to as a peephole) in the victim's guestroom door was unscrewed and removed from the hallway, enabling the stalker to place a video recording device in the peephole and surreptitiously record the victim in various stages of undress. The video of the unclothed guest was widely circulated on the Internet without the permission or knowledge of the victim, ESPN reporter Erin Andrews.

### What's at risk?

What most hotel guests do not realize, and what most hotel managers are just beginning to learn, is that these peepholes can be tampered with from the exterior of the guestroom door, without the guest being aware. Even though some hotels first believed applying an adhesive to the threads of the peephole was the solution, they are quickly discovering that it is not the fix they desired because there are other ways in which peepholes can be compromised. Lenses of peepholes can also be unscrewed allowing open viewing from outside the guestroom, if not noticed by the guest.

Even more startling is the use of spy gadgets, such as the Reverse Peephole Viewer, now available to the general public online and in spy gadget stores. This is a device developed for law enforcement and security officials to aid them before entering into a room. Similar to a jeweler's loupe, the user places the reverser over the peephole from the hallway or exterior to easily view into the room. The reverse optical configuration allows anyone the ability to quickly take photos or videos by holding the camera to the reverser without the knowledge of the guest inside.

### The quick and inexpensive solution

Since it is clearly evident that peepholes can be tampered with from the door's exterior, the logical approach is to seek a solution from inside the guestroom that cannot be easily compromised. One company has undertaken this task and developed a solution for today's privacy and security issues relating to peephole tampering. Privacy Logic, LLC has developed PRIVACYLOGIC™ Peephole Covers as an innovative and affordable solution. The patent pending

Pictured below: The SPEYEGUARD™ Stationary Peephole Cover (left) and the SPEYEGUARD™ Portable Peephole Cover (right) are made in the USA and enable hotels to ensure the privacy of their guests against peephole intrusions at a very modest expense.



**SPEYEGUARD™** Stationary Peephole Cover is a two-piece device designed for long-term use, permanently and easily installed with tamper-proof screws over existing door peepholes. The unique characteristic that distinguishes it apart from others is its gravity operated, self-closing cover. Unlike pendulum and other style peephole covers that need the guestroom occupant to remember and assist to close, or that can be pushed aside after the peephole is removed, the **SPEYEGUARD™** Stationary Peephole Cover will remain in a closed position until the guest temporarily raises it to view through the peephole. This enables hotel guests to enjoy peace of mind and know their privacy is secure when they travel away from home.

While every door with a peephole should be equipped with a stationary cover, Privacy Logic's patented **SPEYEGUARD™** Portable Peephole Cover is designed for traveling hotel guests on the go. They are sold in convenient two-packs with sizes to fit common peepholes. They'll easily fit in a purse or carryon bag, are easy to use, and are absolutely effective. The portable cover is ideal for the business traveler and leisure guest. From the hotel's perspective, this unique offering permits hotels the opportunity to retail portable peephole covers within their gift shops and lobby pantries and encourage their guests to be proactive in protecting their privacy and safety wherever they travel to.

**PRIVACY LOGIC™** Peephole Covers were designed to be effective yet decorative and can be customized with hotel brand logo, custom color, or custom plated finish to complement existing door hardware. Depending on material, style, and quantity, the typical cost per cover ranges from \$7.00 - \$10.00.

For those in the hotel industry in positions responsible for the safety and security of their guests, this unique and inexpensive device offers a proactive solution to peephole tampering to ensure that guest privacy behind closed doors is never compromised like it was in the unfortunate situation with Erin Andrews. Indeed, this is a small price to pay to ensure guest privacy considering the expected settlement associated with the lawsuit filed by Erin Andrews. ✧

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