

Alexa for Hospitality Q&A

1. What is Alexa for Hospitality?

Alexa for Hospitality is an experience that brings the simplicity and convenience of Alexa to hotels, vacation rentals, and other hospitality properties using property-managed Echo devices.

2. Can I review the voice recordings spoken to Alexa in my hotel room?

If you temporarily connect your Amazon account to the Alexa-enabled device in your room (see **"Can I bring my own content to personalize my experience?"** below), you can review voice recordings associated with your account by visiting **Settings > Alexa Account > Alexa Privacy** in the Alexa app or at <https://www.amazon.com/alexaprivacy>. If you do not connect your Amazon account, voice recordings are automatically deleted.

3. What are some of the ways I can use Alexa in the property?

When you stay in a property with Alexa, you can play music from iHeartRadio and TuneIn, check the weather, set alarms, and ask for general information. Properties can also create custom experiences with Alexa to help you enjoy your stay. For example, you may be able to request items like towels or toiletries, get local recommendations, contact the front desk, control smart home features such as lights or room temperature, entertainment, and more, all by simply asking Alexa.

4. Do I have to own an Echo at home to use Alexa in a hotel?

No.

5. Can I bring my own content to personalize my experience?

Yes. You can temporarily connect your Amazon account to the Alexa-enabled device in select hotels. Just ask, "Alexa, connect my account," and Alexa will text you a link to connect your account, if your hotel room supports it.

Once connected, you can play your personal music from Amazon Music, Prime Music, and services you've linked to Alexa, such as Spotify and Pandora. You can also review your voice history at www.amazon.com/alexaprivacy. Your Amazon account will be automatically disconnected from the device in your hotel room after you check out. You can also ask, "Alexa, disconnect my account" anytime.

Alternatively, you can stream music from your phone via Bluetooth. Just ask, "Alexa, pair my phone" to link it with the device and "Alexa, unpair my phone" to unlink it.

6. Can I use Alexa to shop?

The property may allow you to use Alexa to purchase services from the property, like room service or spa services. These charges will appear on your hotel bill and not charged through your Amazon account. Amazon shopping is not currently available on these devices.

7. What are some of Alexa's security and privacy features?

We've built in multiple layers of privacy protections:

- a. **Wake word:** Alexa will not stream audio to the cloud until she is activated by her wake word "Alexa." When you want to use Alexa, just say the wake word.
- b. **Microphone on/off button:** Using Alexa is optional. Echo devices have a microphone on/off button built on top of the device. When the microphone on/off button is pressed, the microphones are electrically disconnected, cannot detect the wake word, and cannot stream any audio to the cloud. The light ring will turn red when the microphones are disconnected.
- c. **Clear indicator:** When Alexa hears her wake word, a blue light ring around the top of the device will be activated to indicate that she's sending audio to the cloud. A green ring indicates calling and a yellow light ring indicates that a message is available.
- d. **Privacy:** Amazon encrypts all data in transit between the Amazon Echo and Amazon's servers, and all customer data is securely kept on Amazon AWS servers. Properties can't listen to what you said to Alexa or what she said back.

8. What should I do if I run into technical issues?

Alexa is designed to give you a delightful experience throughout your stay. As with any electronic device in a hospitality room, you should contact a property administrator if you experience unexpected issues.