

# **A Helpful Guide to GDPR**

## **for Specialty Coffee Association Chapters**

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## INTRODUCTION TO GDPR

As of May 25, 2018 a new European law referred to as General Data Protection Regulation (GDPR) was put into effect. This regulation is focused around data privacy.

The regulation impacts the way Specialty Coffee Association (SCA) may interact with our Chapters, members, and our global coffee community. In an effort to comply with the regulation SCA has posted a "Privacy Policy" that details more specific information on how we collect and manage data. Our privacy policy can be found online at <https://sca.coffee/privacy-policy>

More information on GDPR can be found via the European Commission website and the official data protection authority in each EU country, [http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm)

## INTRODUCTION TO SCA HEADQUARTER OFFICES

Specialty Coffee Association (SCA) operates primarily out of two global offices. Each office supports various functions of association activity and administration to support the membership and the global coffee community.

<p><b>UK OFFICE:</b> Oak Lodge Farm, Leighams Road, Bicknacre, Chelmsford, Essex, CM3 4HF, United Kingdom Phone: +44 1245 426060</p>	<p><b>US OFFICE:</b> 117 West 4th St. Suite 300 Santa Ana California, 92701, United States Phone: +1 562 624 4100</p>
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Both offices respond to the email [membership@sca.coffee](mailto:membership@sca.coffee). In addition to the offices, many staff work from remote locations around the world. If you wish to learn more about the SCA, please visit: [www.sca.coffee/about](http://www.sca.coffee/about).

## INTRODUCTION TO NATIONAL CHAPTERS

A National Chapter is an entity (meeting minimum SCA membership requirements) that reflects the association's purpose and conducts activities in a specific country or regional territory that serves the community. Chapters have access to SCA brand guidelines, education, events, and research. Chapters are officially recognized when volunteer leadership is elected by the membership in that country to help guide the activities that serve that country. Chapters structure can be one of the following 3 types:

Volunteer-Led Group – A group allowed the use of the SCA Chapter name according to guidelines during a *temporary period*<sup>1</sup> of community establishment, prior to becoming an official branch office or an affiliate office.

Affiliate Office – A registered company or association that is not a subsidiary and that has an agreement with SCA to act as representation to support the national chapter activities. Directors for the affiliate office may change according to the affiliates' bylaws but agreements with SCA must be in place to properly identify the responsibility to SCA. The agreements with affiliate offices may vary.

Branch Office – A SCA registered company or association (such as a subsidiary) that represents the national chapter activities. Directors for the branch office would align with executives/directors of the SCA headquarters.

## WHAT DATA CAN BE SHARED WITH CHAPTERS

SCA may serve our National Chapters by sending information to members through the mailing lists they have subscribed to via the headquarter offices. We are not allowed to directly share the entire lists of our membership, as described in our privacy policy.

We may share aggregated data such as statistical or demographic data about members in your country. In the case of personal data, such as identity and contact information, we may only share such data when the owner has consented to having their personal data shared. Mechanisms to asking for consent are built into registration activities, surveys, subscriptions and other means of digital data gathering.

National Chapters may request to get access to a list of consenting members for the sole purposes of communications, marketing and various association activities. This data cannot be modified, shared or sold under any condition. Once the data has been used for the specific purpose it was requested, it must be destroyed or deleted. New requests can be made when data is needed again. This allows SCA headquarters to keep data updated and relevant and responsible for any changes or corrections.

*NOTE: Should you hold any personal data or information on existing or former members then this data must be deleted immediately.*

## BEST PRACTICES FOR CHAPTER ACTIVITIES

SCA highly recommends that all National Chapters become familiar with official GDPR resources in your country and review all processes to be compliant with the

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<sup>1</sup> The temporary period may vary based on the growth of the regions' membership, scope of events for the community and the legal barriers for establishment.

regulation. In the case of planning for activities we suggest detailing your processes and consulting with SCA staff to confirm our collaborative efforts with GDPR compliance.

Please consider reviewing the following questions to develop practices and procedures for your Chapter operations.

- 1) Does the Chapter activity require collecting any personal data, such as by registration for an event? Is the data collected relevant, and its purpose explained to the data owner?
- 2) Considering all stakeholders for activities, attendees, competitors, coaches, judges, participants, speakers, and volunteers; is there a clear consent mechanism for collecting their data?
- 3) Do you explain exactly how the data will be used, and for how long it will be kept?
- 4) Is the collection done via a platform that is secure and GDPR compliant?
- 5) Will the data be in a secure place and used only until the conclusion of the activity?
- 6) Will the data be shared with anybody outside of the Chapter? Travel Agent? Hotels or Venues? Other Vendors? Is it clear that the data may only be used for the explicit purpose and cannot be shared or sold under any other conditions?
- 7) Are there assigned responsible parties in charge of data protection or updates to data if requested?
- 8) Is it necessary for the Chapter to engage in data collection? Can any aspect of the activity for data be supported through the SCA headquarter offices?

## THIRD-PARTY PLATFORMS

SCA has experience with a few third-party platforms that are currently GDPR compliant. It may be helpful to explore these platforms and their own statements or advice on data protection as well.

**Tito** – A simple, intuitive registration system that works with a number of payment gateways.

<https://ti.to/about>

**Airtable** – A cloud based database platform which may be useful for event planning.

<https://airtable.com/>

**Mailchimp** – A marketing automation platform.

<https://mailchimp.com>