

Chapter Directories and Member Privacy

Phylcia Ross, Manager of Member Engagement and Chapter Support

Chapter directories are a widely used and convenient tool to connect your chapter members, however chapter leaders should be mindful of member privacy in their preparation and distribution.

Personal information such as names, addresses, phone numbers, and email addresses are sensitive and can be used for various purposes, including identity theft, harassment, or spam. Before preparing any type of member directory (print or digital), chapter leaders need to obtain member consent. Obtaining consent ensures that individuals have control over who has access to their personal data and how it is used. This is especially important for any members under 18, parents of minors should opt-in to having their child's information displayed.

A request for consent should list: what information will be published (be specific, mailing address, phone number, email address, etc.), where it will be published (online, printed), and who will be given access. A great place to ask for consent is in any welcome letters or emails you send to new members, and once a year remind any renewing members that their information will be posted unless they opt-out. It's also a good idea to request they make sure their information is up to date.

Be sure to include a disclaimer on all directories that the information printed in the directory is for the purposes of guild members to contact each other and it is a violation of member privacy to share the list. If a chapter would like to share a chapter directory with a third party, like a member's church, they should obtain the consent of anyone included on the list. It may be helpful to include information on how other organizations can appropriately advertise their activities through the guild to prevent misuse of your chapter directory.