

# National Loyalty Card Workgroup Update

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# Purpose of Workgroup

- Highlight importance of loyalty cards as data source during investigations
- Identify & address barriers to obtaining and using loyalty card data
- Develop best practices document
- Increase collaboration with industry partners
- Develop retail POC list

# Best Practices Document

- 1<sup>st</sup> Draft status
- Includes collective best practices for:
  - When to request purchase information
  - When to centralize requests
  - Suggested time frames for data collection
  - Non-loyalty card data requests
  - Data limitations
  - Templates (protocols; legal issues; etc)

# Retail POC List

- 1<sup>st</sup> Draft status
- Accessibility: FoodSHIELD, SEDRIC, PulseNet/OutbreakNet Sharepoint
- Data verification phase

<b>Named POC &amp; Contact Info</b>	<b>Loyalty Program(s)</b>	<b>Online Ordering</b>	<b>Parent Company</b>
<b>Headquarters Contact Info</b>	<b>Store Locations</b>	<b>Requirements for Data Requests</b>	<b>Comment Field</b>

# Overall Challenges



# Industry Outreach/Collaboration

- Enhance communication & trust
  - Earlier notification
  - Increased transparency
  - Two-way data sharing
- Address industry needs
  - Streamline data request process
  - Avoid duplication
  - “Map out” protocol

# Next Steps

- Continued revision of Best Practices document
- POC List data validation
- Explore expanded data sources
- FoodSHIELD interface to house retail POC data
- Engagement via CIFOR Industry Workgroup

## For additional info:

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