

Wine Institute
Artificial Intelligence Policy

Last Updated: May 29, 2025

The purpose of this Artificial Intelligence (“AI”) policy is to ensure that all Wine Institute employees, members, and attendees at Wine Institute meetings and activities, use AI tools in a secure, responsible, and confidential manner. The policy outlines the requirements that employees and members must follow when using AI tools, including the evaluation of security risks and the protection of confidential data.

Statement

Wine Institute recognizes that the use of AI tools can pose benefits and risks to our operations and members. Therefore, we are committed to protecting the confidentiality, integrity, and availability of all Wine Institute and member data. This policy requires all Wine Institute employees, and attendees at Wine Institute meetings and activities, to use AI tools in a manner consistent with our AI guidelines below.

General AI Guidelines

- **Verify** that any response from an AI tool which you intend to use or rely on is accurate, appropriate, not biased, not a violation of any other individual or entity’s intellectual property or privacy, and consistent with Wine Institute’s policies.
- **Understand** that AI tools may be useful but are not a substitute for human judgment, creativity, and oversight. Many AI tools are prone to “hallucinations,” false answers or information, or information that is stale.
- **Inform** your supervisor when you have used an AI tool to help perform a task.
- **Use only authorized AI tools** that Wine Institute’s Legal and Information Technology (“IT”) Departments reviewed and approved.
- **Protect and do not share** with AI tools any information that is confidential, privileged, proprietary, sensitive, or otherwise protected by law. Sensitive information includes but is not limited to personal information, non-public business information and communications, and passwords or other information that could allow unauthorized individuals from gaining access to Wine Institute’s systems or data.
- **Comply** with all applicable laws and regulations governing the use of AI. This includes compliance with privacy laws, intellectual property laws, and anti-discrimination laws.

AI Tools in Meetings

Wine Institute prohibits the use of AI or recording in meetings without prior and express authorization. Wine Institute does so to encourage open and honest discussions and

avoid risks associated with AI including the creation of false, stale, or inaccurate information. AI tools can also impact privilege and confidentiality in certain circumstances. AI commonly used in meetings includes but is not limited to tools for notetaking, annotation, chatbots, or auto-responses.

If a Wine Institute employee or member wishes to use AI in a meeting and is unsure if they are authorized to do so, they should contact IT (skao@wineinstitute.org) and Legal (jmcguirk@wineinstitute.org).

Enforcement

Any employee who violates this policy will be subject to discipline up to and including termination.