

CALIFORNIA ENOLOGICAL RESEARCH ASSOCIATION

CONFIDENTIALITY GUIDELINES

The California Enological Research Association is a nonprofit organization devoted to improving viticultural and winemaking practices and procedures through the exchange of ideas among its membership.

The membership is primarily technical personnel from commercial wineries and vineyards. CERA allows membership of non-winery affiliates such as members of companies that supply or serve the wine/grape industry. Affiliate membership entitles representatives from interested suppliers to fully participate in our meetings.

In order to protect our goals and maintain the non-profit nature and open spirit of the group, CERA assumes all members adhere to the following guidelines, set forth with other terms of membership, in the by-laws:

- They directly serve the grape/wine industry in California during the term of their membership.
- They do not use CERA meetings or tastings for soliciting or conducting business.
- They promote the free exchange of ideas by not disclosing or identifying sources, practices, or data obtained through CERA meetings, tastings, or newsletters outside of the membership and the organizations they represent, without direct permission from the member providing such information.
- As a professional organization, CERA does not promote particular products, procedures or protocols.
- CERA reserves the right to rescind the membership of any person in violation of these guidelines.

The objective of these guidelines is to clarify issues related to confidentiality. It is the responsibility of the member to adhere to these guidelines. Your signature below acknowledges your full understanding and acceptance of these terms as part of your membership in CERA.

Representative signature and date

Print name

Company name

Title