



Member Research Sharing Protocol

Welcome to Wine Market Council (WMC)! We are very pleased to have your organization as a member. As a non-profit organization supported by members, WMC has a *Member Research Sharing Protocol* to ensure that research data funded by members is not distributed outside of WMC and member organizations. This document explains how the *Member Research Sharing Protocol* works.

We ask that no WMC research materials, including reports, slide decks, videos of presentations, data files, or other materials be distributed outside of your organization without written permission from the WMC president. High-level data from studies will be shared on occasion in press releases, articles, at conferences, and other venues for marketing and recruiting purposes, and/or media relations.

Wine Market Council asks that you ***designate one person within each member organization*** to manage the login credentials. This allows for better control of new research in case people leave their employment. We recommend having one person download the research and store it on an internal system so that your colleagues can access the documents rather than giving out the credentials. It is the primary organizational designee who is responsible to ensure that data once downloaded is not shared outside of your organization. Distribution of data outside of membership is a direct violation of your member terms and conditions and can result in expulsion from WMC for failure to safeguard.

Member Agreement

By using the WMC Site, you agree to assume sole responsibility for maintaining the confidentiality of your account and password and for restricting access to your computer and the computers of your respective officers, agents, employees, and any other individuals who may have or may gain access to your account and password. You also agree to assume sole responsibility for all activities that occur under your account or via use of your password. If you become aware of any unauthorized use of your password or of your account, you agree to notify Wine Market Council immediately.

Logging into the [Wine Market Council](#) website will give you access to Wine Market Council research reports, newsletters, and other content ("[WMC Content](#)"). Please note that WMC Content is provided with the understanding that Wine Market Council is not engaged in rendering professional advice and services to you. All WMC content is provided "as is" without warranty of any kind, either express or implied including, without limitation, implied warranties of title, merchantability, and fitness for a particular purpose. Wine Market Council makes no warranties, express or implied, as to the accuracy or adequacy of the WMC Content. Wine Market Council shall have no liability or responsibility for any WMC Content, or for any information published on linked websites, contained in any user comments or submissions published on the WMC Site, or provided by third parties. Wine Market Council shall not be liable for any indirect, incidental, consequential, special, or punitive damages or for lost revenues or profits, regardless of the theory of liability.

Additional terms and conditions of use of the WMC Site are detailed in this link to the [Privacy Policy](#). Wine Market Council reserves the right to change, modify, add, or delete portions of the terms and conditions at any time, without prior notice. Please re-review the terms and conditions periodically for changes. Your continued use of the WMC Site will mean that you accept such changes or deletions.

WMC POLICY on Research Sharing Protocols for Trade Associations & Universities

Research Sharing Protocols for Trade Associations

Given that trade associations have both employees and members, the WMC Data Sharing Protocol has a few more requirements:

One Employee – as with single organization members, trade associations should **designate one employee** to manage the login credentials and any research data downloads (reports, slide decks, webinar recordings, data files). This allows for better control of new research in case people leave the employment of the Trade Association. That one *employee* may download the research and store it on an internal system so that fellow Trade Association employees can access the research data documents. *The data should not be distributed to Trade Association Members.*

However, Trade Associations can share the research data with their members in the following ways:

1) **REPORTS:** You can reference WMC studies in reports you prepare for your members, e.g. "According to Wine Market Council's study (20xxx) on XYZ, etc.", and can include a few charts/graphs (ideally no more than 3 to 5 charts/graphs/slides).

2) **PRESENTATIONS:** You can use a few graphs/charts from WMC studies in your presentations, and making sure to cite WMC as the source on each slide (ideally no more than 3 to 5 charts/graphs/slides).

3) **COPYRIGHT** - Perhaps you already list a copyright in the footer of your reports/presentations stating that they should not be shared outside of your Trade Association. If not, consider adding a footnote. We have just started using this one: *Copyright@2004. All Rights Reserved. Proprietary Report for Wine Market Council Members. Do not reproduce or distribute without permission."*

4) **FIREWALL:** Make sure that all data is protected within your website firewall where only your Trade Association employees can access it.

5) **WEBINAR RECORDINGS IN YOUR OFFICE:** You can invite a small number of your Trade Association members to your office to watch a WMC webinar recording. However the webinar link and actual report cannot be shared with your Trade Association members.

What is **not** allowed is:

- Downloading and sharing complete WMC reports/slides/recordings with your members.
- Downloading and sharing multiple charts/graphs (we suggest no more than 3 to 5 per presentation) to share in PowerPoint slides or reports.
- Sharing your logon ID with others.

Please note, that as a non-profit, Wine Market Council research is powered by membership dues. Therefore if you have some trade association members who want more data, please ask them to contact Wine Market Council. Thank you for being a member!

Research Sharing Protocols for Universities

Given that Universities have both employees and students, the WMC Data Sharing Protocol has a few more requirements:

One Employee – as with single organization members, Universities should *designate one employee* to manage the login credentials and any research data downloads (reports, slide decks, webinar recordings, data files). This allows for better control of new research in case people leave the employment of the University. That one *employee* may download the research and store it on an internal system so that fellow University employees can access the research data documents. *The data should not be distributed to Students, Lecturers, Contractors, or anyone outside of the university who is not an employee.*

However, Universities can share the research data with their students and/or community in the following ways:

- 1) **CITATION SOURCE IN ARTICLES:** You can cite WMC studies as a citation source in research and trade journal articles, or reports, e.g. "According to Wine Market Council's study(20xxx) on XYZ, etc."
- 2) **PRESENTATIONS:** You can use a few graphs/charts from WMC studies in your presentations to students, conferences, or other academic presentation venues - making sure to cite WMC as the source on each slide (ideally no more than 3 to 5 charts/graphs/slides per presentation).
- 3) **FIREWALL PROTECTED LEARNING MANAGEMENT SYSTEMS:** If you post your lecture slides for students on a learning management system, such as Canvas, Moodle, Blackbird, or similar system, and they include WMC charts/graphs, then you must ensure that it is Firewall protected and that your slides cannot be accessed without login credentials.

What is **not** allowed is:

- Downloading and sharing complete WMC reports/slides/recordings with your students or other people who are not University employees.
- Downloading and sharing multiple charts/graphs (we suggest no more than 3 to 5 per presentation) to share in PowerPoint slides or reports.
- Sharing your logon ID with others.

Please note, that as a non-profit, Wine Market Council research is powered by membership dues. Therefore if you have students or members of your community outside the University who want more data, please ask them to contact Wine Market Council. Thank you for being a member!