

OREGON WINE




SYMPOSIUM

February 3 & 4, 2025

Compliance or Catastrophe? Wine Marketing in a Regulated World

Polly Hammond, Founder & CEO, 5forests

PROGRAM
PRODUCER **oregon**
WINE BOARD

TRADE SHOW
PRODUCER 

Oregon
Winegrowers
ASSOCIATION EST 1981

5forests

\$5 million



Assumptions

Wine is a global product.

You want to act ethically and within the law.

Your customers also shop at Amazon.

You are in it for the long term.

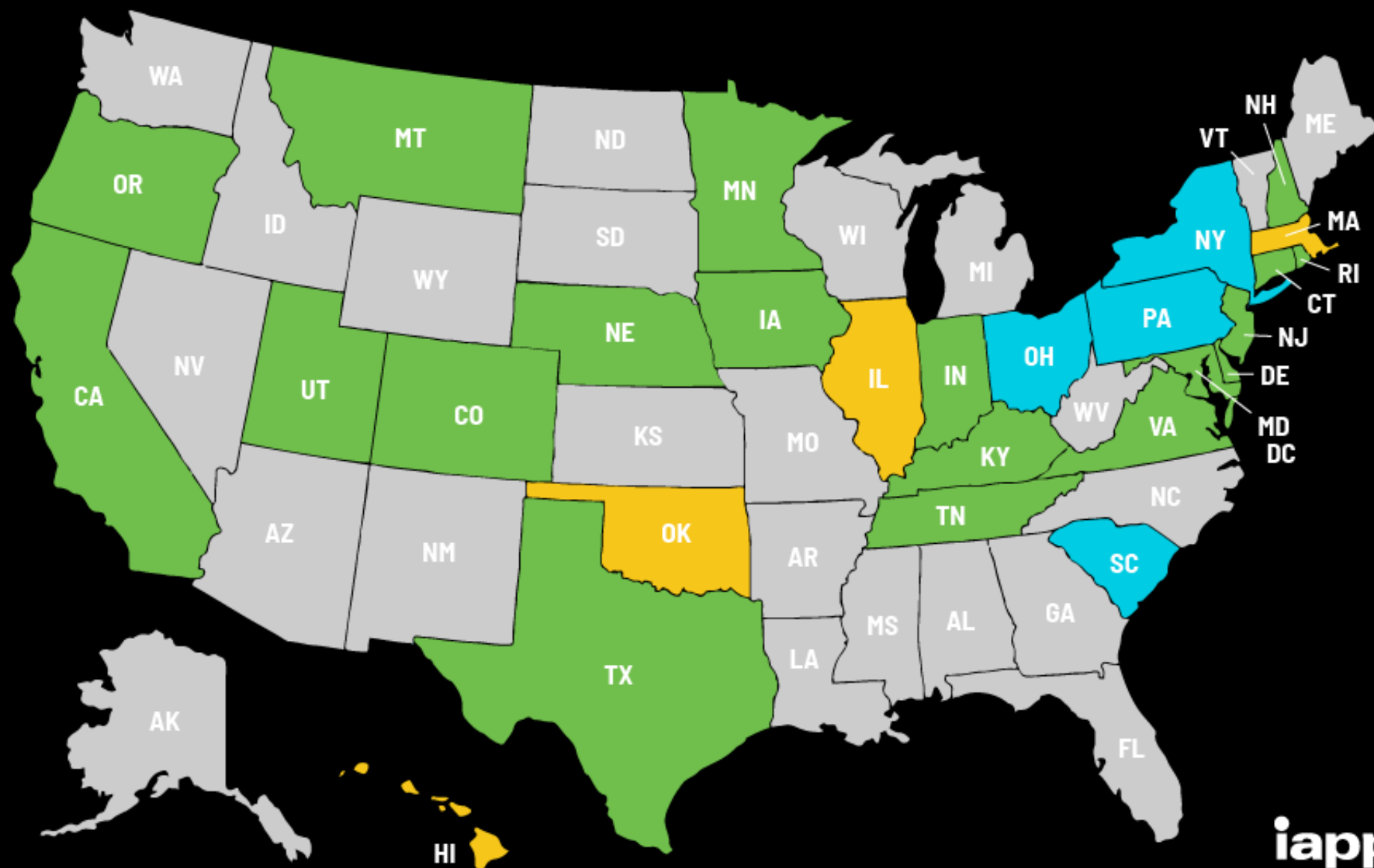
Digital marketing back in the day...

- **Buying and selling subscriber lists**
- **Using implied consent for marketing**
- **Data collection without disclosure**
- **Unlimited data retention**
- **Overly broad and buried terms of service**
- **No obligation to notify consumers about breaches**

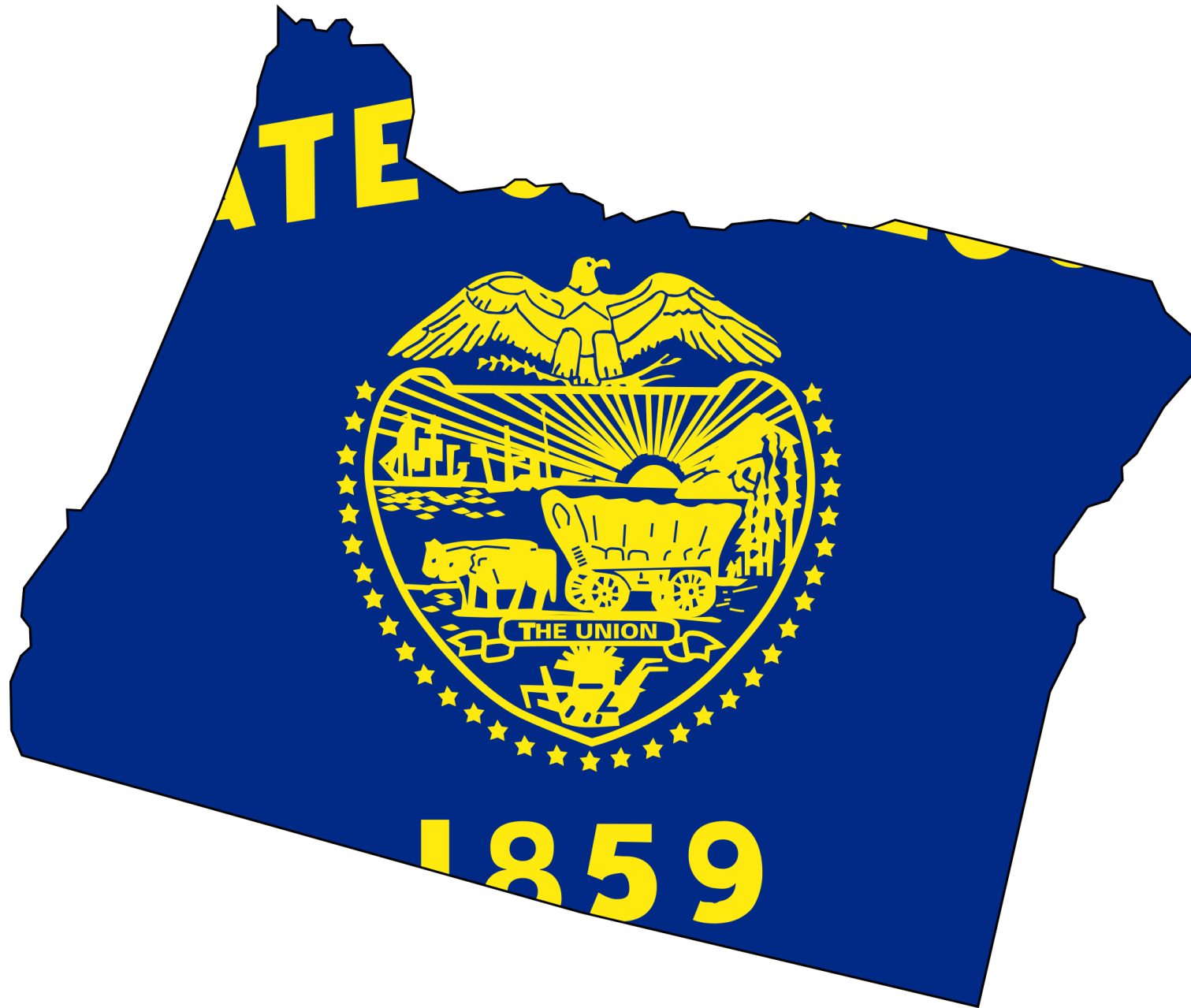
US State Privacy Legislation Tracker 2025

Statute/bill in legislative process

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced



🔄 Last updated 21 Jan. 2025



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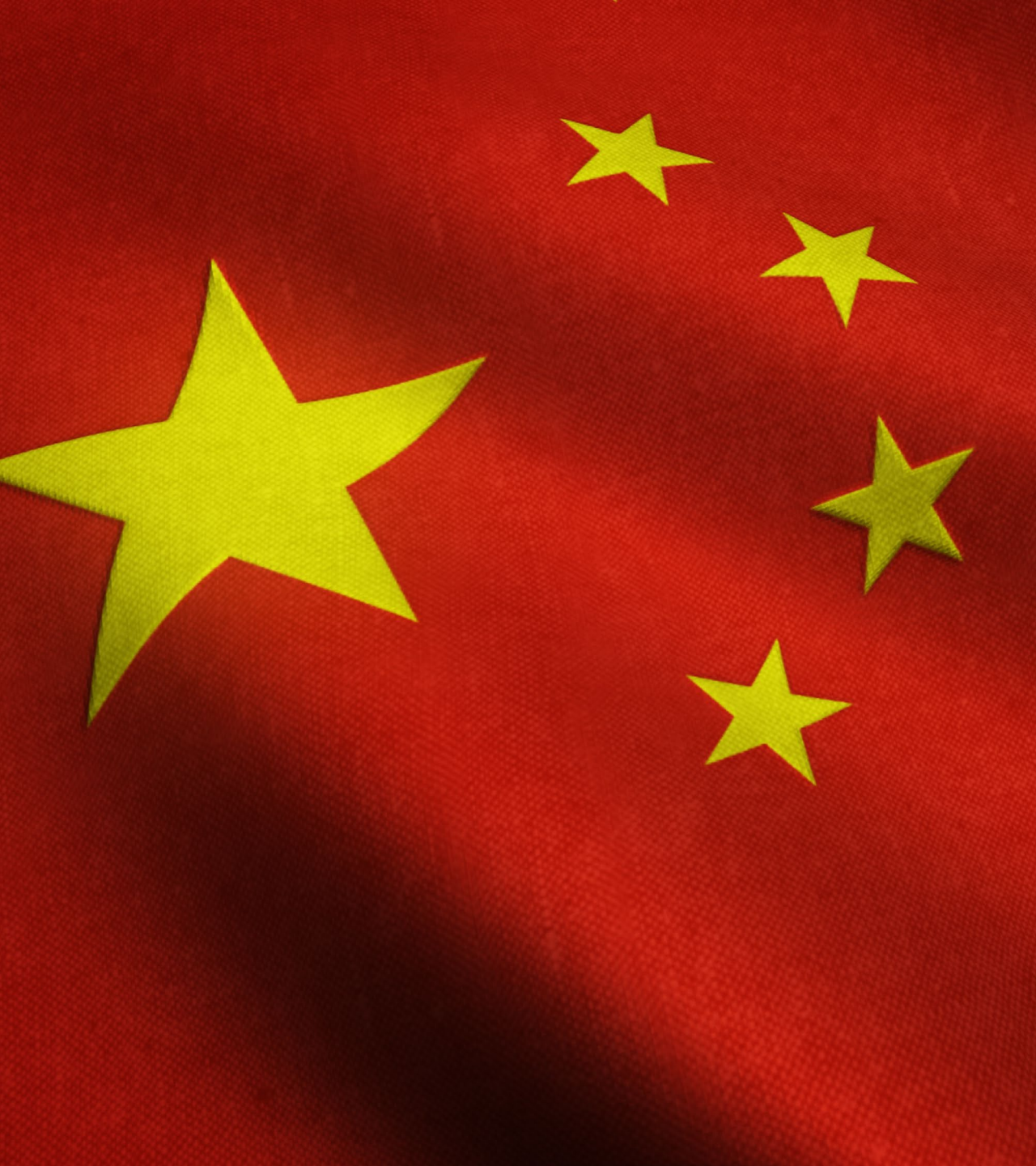
OREGON WINE
SYMPOSIUM
PORTLAND

GDPR



Common Misconceptions

- **We're in the US, so GDPR doesn't apply to us.**
- **We don't sell directly to Europe, so we're safe.**
- **GDPR only applies if we store sensitive data.**
- **As long as we don't sell customer data, we're fine.**
- **We just need a cookie banner, and we're compliant.**



How Wineries Can CYA

Data Security

- **Passwords and access**
- **Multi-factor authentication**
- **Data breach response**
- **Regular penetration testing**
- **Tasting room practices**
- **Secure physical documents & printed data**
- **Employee training**

Customer Facing Considerations

- **Be transparent**
- **Obtain consent!**
- **Respond to user rights**
- **Regular audits**
- **Data retention policies**
- **Stay aware of changing legal landscape**

Data Processing

- Data minimization
- Lawful basis for processing
- Data sharing & third-party processors
- Data storage & security
- Purpose limitation
- Record of processing activities (ROPA)

Privacy & Cookie Policies



Termaggedon



lubenda



DON'T:

- **Add subscribers without consent**
- **Buy, sell, or share lists**
- **Pre-check or obfuscate consent**
- **Send without consent**
- **Ignore unsubs**
- **Mislead content or identity**





+1 (321) 213-123
Robocall



Message



What Wineries Need to Know

- **You MUST get express written consent**
- **Texts must clearly identify your winery**
- **Provide an easy way to opt out**
- **No late-night or early morning texts**
- **No auto-dialers without extra consent**



Avaline Affiliate Program

If you're passionate about organic wine and have an established audience, we want to work with you! Avaline is looking for influencers, bloggers, and creators to join our affiliate program.

[Apply Here](#)

Partner with us

Our affiliates earn a commission on all sales they bring in. We offer regular promotions along with site-wide discounts to maximize conversion rates.



Get 10% Off ×

Get 10% Off ×



Settings

Accept

What Wineries Need to Know

- You are responsible for their compliance
- Audience age matters
- Mandatory disclosures
- No health or performance claims
- Event & lifestyle content must follow alcohol rules
- Affiliate marketing has extra rules regional laws differ
- Model releases required for customer photos & videos
- No targeting minors, even indirectly
- You must monitor & enforce compliance



Do the right thing.



For Release

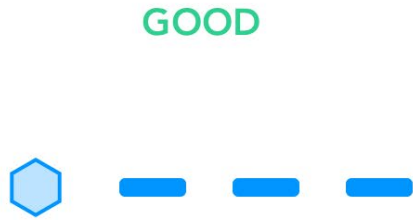
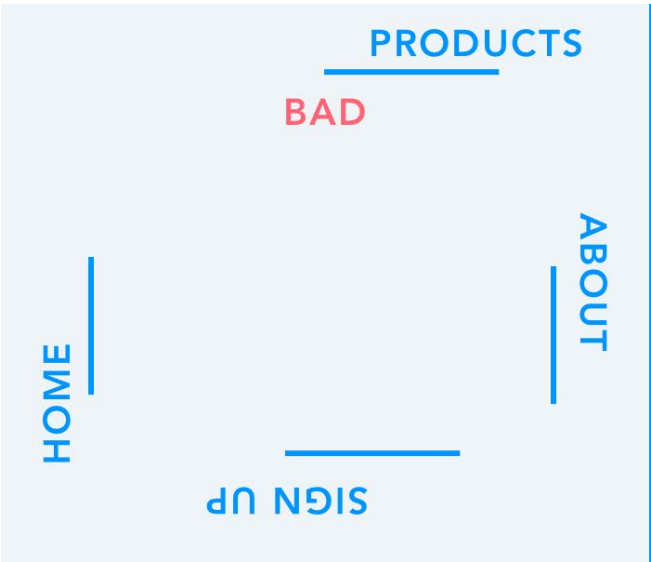
FTC Order Requires Online Marketer to Pay \$1 Million for Deceptive Claims that its AI Product Could Make Websites Compliant with Accessibility Guidelines

Company also failed to disclose material connections to online reviewers

January 3, 2025 | [f](#) [X](#) [in](#)

ADA “Compliance”





4:1

3.7:1

2.2:1

1.8:1

14:1

3:1

1.6:1

1.2:1



[Journal](#) [Links](#) [Articles](#) [Notes](#) [About](#)



Jeremy Keith

Making [websites](#). Writing [books](#). Hosti
Speaking at [events](#). Living in [Brighton](#).
Playing [music](#). Taking [photos](#). Answer

Journal

2821



Links

9304



Articles

79



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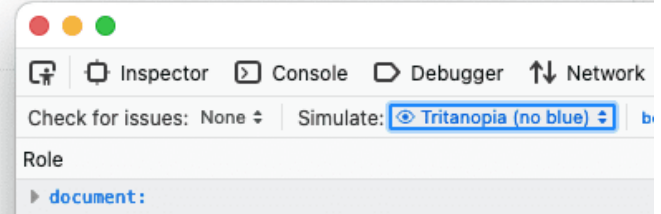
Articles

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Notes

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lingscars.com

We live inside our car leasing website all day Monday to Friday 9am-6pm. We lease the cheapest contract hire cars in the UK! - We are LINGCARS.com, accept no substitutes

LINGCARS.com

The UK's craziest car leasing website!
See our 240 reviews on Trustpilot

INTRODUCING
LING
JIMMY

Leader of the Pack
"[Ling Valentine is] Britain's **BIGGEST** individual seller of new cars."
February 2017

OUR BEST SELLING CAR LEASING DEALS!

IT'S A KUMIK! **MEGA-WATCH!**

Car Leasing Online Service Response Times
Quote > Proposal > Order > Delivery

WE ARE LINGS YOU CAN TRUST US

Menu

- Home
- Cars / Vans
- Customers
- About Ling
- Fun stuff
- Live staff

CARS A-Z

ABARTH
595 Convertible
595 Hatchback

ALFA ROMEO

4 DELIVERIES LAST WEEK

- Mg ZS Petworth
- VW ID.4 Gateshead
- Kia Sportage Es BANBUR
- VW Taigo Top Secret

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Changes You Can Make Today for Big Impact

- Add *meaningful* Alt Text to images.
- Improve color contrast and use primary colors sparingly.
- Use descriptive link and button text. Instead of “Click Here”, use “View Our Cabernets.”
- Create logical heading structure: H1, H2, H3 used in proper hierarchy.
- Use a readable font size on all devices.
- Get rid of your autoplay videos, background videos, sliders, and animations.
- Caption Videos: For social media, website embeds, or virtual tastings—always include captions.

How Wineries Can Test Accessibility Themselves

Testing Tools

- **WAVE** - <https://wave.webaim.org/>
- **Accessibility Insights** - <https://accessibilityinsights.io/>
- **VoiceOver** – Mac only!
- **NVDA** - <https://www.nvaccess.org/>
- **Professional Audits**

Resources for Further Learning

Further Learning

- Web Content Accessibility Guidelines (**WCAG**) - <https://www.w3.org/WAI/standards-guidelines/wcag/>
- W3C Web Accessibility Initiative (**WAI**) - <https://www.w3.org/WAI/>
- **WebAIM** - <https://webaim.org/>
- **a11y Project** - <https://www.a11yproject.com/>

Webinar on Website Accessibility



A circular lens view of a road through a forest at sunset. The road is paved and leads into the distance, flanked by trees and grass. The sky is filled with clouds, and the sun is low on the horizon, creating a warm, golden glow. The lens is held by a hand, with a finger visible on the left side.

5f  rests

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