

Ethical Charter of the Fondation pour la Culture et les Civilisations du Vin, operator of La Cité du Vin, governing its relationship with individual patrons

PREAMBLE

An accredited charitable foundation by ministerial decree since 11 December 2014, the purpose of the Fondation pour la Culture et les Civilisations du Vin is to initiate or support any projects or actions designed to uphold, protect, celebrate and pass on the universal, living cultural heritage of wine. The Foundation has various fields of action where it is seeking support from private funding as part of its work to celebrate and introduce new audiences to wine's culture and civilisations.

To ensure that the resources donated to fund the facility are put to good use, the Foundation wishes to inform its individual patrons of the rules which it intends to follow in order to successfully carry out its tasks.

These ethical rules will ensure that funds are collected honestly in a manner that ensures total transparency regarding the progress of the project and how the individual patron's contribution will be put to use.

This charter also aims to preserve the independence of the Foundation and La Cité du Vin, and protect them from any situation which might harm their image in the context of their relationship with individual patrons.

I. RULES CONCERNING INDIVIDUAL PATRONS

Any person can become an individual patron of La Cité du Vin, regardless of their nationality or the size of their donation.

The Fondation pour la Culture et les Civilisations du Vin has various different categories of patron: Donors, the Circle of Friends, the Circle of Corporate Patrons, International Friends of La Cité du Vin, American Friends of La Cité du Vin, and Builder Patrons. This charter applies solely to Donors (donations of €1 to €999) and Friends of La Cité du Vin (donations of €1,000 or more).

As patronage is based on the principle of image association, the Foundation reserves the right to refuse donations from specific individuals if there is deemed to be a current or future risk of this harming the image, reputation or operation of the Foundation and/or La Cité du Vin or their ability to carry out their missions.

This measure in particular relates to individual patrons involved in political or religious proselytising.

The Foundation thus reserves the right to complete any investigations to shed light upon:

- The exact nature of the potential individual donor's activities and how this individual is perceived by the sector where they ordinarily conduct their activities and by the cultural sector
- The existence of any potential conflict of interest between the individual donor's professional activity and patronage activity
- The legality of the individual's activities or status with the fiscal services

In such cases, the Foundation may refuse a donation from the individual in question.

II. RULES CONCERNING DONATIONS

2.1. Restrictions regarding the nature and source of the donation

As La Cité du Vin does not have its own collection stock, the Fondation pour la Culture et les Civilisations du Vin reserves the right to refuse a donation or bequest of a work of art.

Conversely, the Foundation may accept any monetary donation, bequest or life insurance (fiat or bank money), nevertheless reserving the right to conduct any activities helping to facilitate verification of the source of the funds covered by the proposed donation or bequest.

The Foundation reserves the right to refuse any donations, bequests or life insurance if there is doubt regarding their legality, source or origins. In particular, the Foundation shall be careful to ensure that donations are not the proceeds of a crime, including misuse of corporate assets, breach of trust, or misappropriation of a company's funds and assets.

2.2. Restrictions regarding conditions attached to the donation

If an individual's donation has conditions attached to it, before it is accepted, the Fondation pour la Culture et les Civilisations du Vin will ensure that said donation does not entail any disproportionate burdens or commitments which might impede the performance of its tasks.

The Foundation undertakes to use the entire of the donation received. If the funding needs of the initial project have been covered or the nature of the project has changed, the Foundation may reallocate the amount of the donation to a new project. The individual patron will not under any circumstances be entitled to request repayment of all or part of their donation.

III. RULES CONCERNING BENEFITS GRANTED

3.1. General principle

As regards benefits granted to its individual patrons, the Fondation pour la Culture et les Civilisations du Vin shall ensure that it complies with its policy on the granting of benefits as a thank you, and will not exceed the valuation amounts specified by the applicable texts.

3.2. Communication regarding the donation

The Fondation pour la Culture et les Civilisations du Vin shall honour the wishes of the individual patron regarding having their name appear or not appear in the various paper or digital communication materials used by La Cité du Vin and the Foundation.

3.3. Artistic and intellectual independence

The Fondation pour la Culture et les Civilisations du Vin is in control of its artistic, cultural and intellectual project. A donor who offers their support to a cultural project within the context of a patronage campaign will not be entitled to involvement in the project's artistic and intellectual content.

3.4. Exclusivity

No exclusivity shall be granted to any donors.