USGA Media Center

LIBERTY CORNER, N.J. (May 27, 2026) – The United States Golf Association (USGA) today announced the launch of the pilot phase for Rules AI, its innovative, first-of-its-kind technology designed to make the Rules of Golf more accessible and understandable for golfers everywhere.

The development of Rules AI was supported by the USGA's long-standing professional services provider, Deloitte. Deloitte played a critical role in the process, helping the USGA to develop, navigate and build the backend behind the technology solution.

By leveraging over 130 years of expertise and proprietary data, the USGA is making the Rules of Golf easier to access, offering players an accurate, streamlined way to find answers as they navigate the course via the GHIN app, presented by Sentry Insurance.

Rules AI is built upon a foundation of unparalleled data, trained on more than 25,000 specific rules queries addressed by USGA staff and experts. Recognizing accuracy is paramount in the Rules of Golf, the USGA has designed a rigorous, "confidence-first" architecture. Unlike generic AI models, this tool is powered exclusively by up-to-date, verified USGA content, ensuring that golfers receive answers rooted in the official Rules of Golf and informed by the practical judgement and nuance needed to apply them.

Click here for Rules AI visual assets

"Our goal has always been to ensure the Rules are accessible and that golfers can find the information they need to play the game fairly, enjoyably and with confidence," said USGA CEO Mike Whan. "By combining our expansive historical data with modern AI technology, we are providing a bridge between tradition and innovation. Rules AI is designed to continue making the Rules of Golf easier to navigate and meet golfers where they are—on the course and on their mobile devices."

Currently being launched in a phased approach, Rules AI has already begun rolling out to select golf clubs via the GHIN mobile app. This pilot strategy allows the USGA to gather real-world insights and refine the user experience before expanding the release to all golfers. It also represents a significant milestone in the USGA's broader strategy to drive innovation across the Rules of Golf ecosystem.

As part of the phased rollout, members of Allied Golf Associations across the country will continue gaining access to Rules AI in the GHIN app throughout the coming months, with a spring 2027 target to reach all GHIN users. As part of a larger roadmap, the USGA aims to expand Rules AI access to other third-party golf apps in the future.

"Rules AI reflects the power of our trusted relationship: USGA brings governing authority and rules expertise, while Deloitte brings the breadth and depth to translate an AI vision into a production-grade experience," said Chad Deweese, Principal, Sports, Deloitte Consulting LLP. "From the proof-of-concept through the build-out of the scaled AI architecture, we've worked together to make expert-level rules knowledge more accessible—so golfers can play with greater confidence and integrity."

For more information about the USGA and the Rules of Golf, visit usga.org.

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