

Rules of Data Output Usage by SPIR Projects Subscribers

Introduction:

- 1) These rules apply to the subscription of AdMonitoring a Netmonitor data
- 2) Data are available in a so-called primary version on the basis of an advice from the implementer and are stored on an ftp server in XML version (NetMonitor), or available on an online application in an XML document (AdMonitoring)
- 3) This applies to all data subscribers – media providers and subscribers of complete data
- 4) The data owner is SPIR, the implementer is the technological supplier of data and the guarantor of their professional accuracy.
- 5) The owner determines the distribution rights and the manner of data usage on the basis of a written contract.

Rules: The purpose of these rules is to delineate the conditions with which the data supplied by the SPIR project can be utilized, in such a way that they do not violate the commercial interests of the data owner, and at the same time make it possible for subscribers to utilize them to the maximum degree.

The Subscriber receives primary data of the project on the basis of a registered license (computer evidence and email figuring on the list of authorized persons), eventually access through the web on the basis of the name and password registered with the implementer (figuring on the list of authorized persons).

- 1) Primary data **may** be used by the subscriber only for his own use, which means:
 - a) Use them, analyze them, either independently or in combination with other data sources according to the Methodology of the project and Ethical Codex
 - b) Provide data analyses or their combinations to their existing clients with whom they have a cooperation contract
 - c) Provide data analyses or their combination in the framework of selection procedures announced by their current or potential clients
 - d) Use primary data or their analyses within the framework of publicly published PR news (print news, citations in print media, contributed stories etc.), in the scope of the contract on data subscription and Ethical Codex
- 2) Subscriber **may not**:
 - a) Pass on access rights to primary data to another subject (subject is identified by their IČO-commercial identity number
 - b) Pass on an exported file of primary data or their part to another subject as identified by the commercial identity number, **with the exception of**:
 - i) subjects specifically agreed to by written consent in advance by SPIR
 - ii) recipients of data meeting the definition of domestic companies, i.e. companies established and existing according to Czech law, with registered headquarters in the Czech Republic (further only “domestic companies”), which are demonstrably controlled by 100%

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of the votes in the company by the same owner (subject) as the subscriber, on condition that the subscriber demonstrates that they have sufficient insured that the recipient of the data— domestic company, will duly fulfill the Rules of data usage (namely that they will not make the data public and do not pass them on to other subjects, and does not utilize the obtained data for another purpose than their own needs) and also under the condition, that the subscriber submitted and duly demonstrated to SPIR before passing on the exported data to data recipient-domestic company, with original documents (in case of foreign language documents with an officially authorized and stamped translation or a higher official attestation, if requested), not older than 3 months, that all conditions are fulfilled for the passing on of the data in accordance with these Rules.

- c) Manipulate with the data or analyses in violation of the Ethical Codex of the project
- d) To pass on free of charge or sell analyses to interested parties that are not clients of the subscriber
- e) To offer primary data or their analyses publicly, such as in the form of an advertising offer in the media, on web pages, etc.

A client of the subscriber of data is **considered to be**:

- a) A Firm with which the subscriber will have a written contract about supplying services (this does not apply to companies whose business activity is marketing research, i.e. is in conflict of interest with the delivery of data by SPIR)
- b) A Firm with which the subscriber does not have a written contract, but is able to attest on the basis of provided tax documents that it was its client in the most recent period (dtto)
- c) A Firm for which the subscriber is preparing supporting materials in an announced tender

A client of the subscriber of data **is not considered to be**:

- a) A Firm with which the subscriber has never worked with before, i.e. did not provide their services to, and at the same time is not invited to participate in a tender
- b) A firm that requests or is acquisitively offered primary data or analyses without utilizing other services of the data subscriber (this does not apply to companies whose activity is in conflict of interest with the delivery of data by SPIR)
- c) A Firm whose primary interest is merely the purchase of primary data or analyses of the SPIR project

The following documents are attachments to the rules:

1. Contract about the subscription of data, participation of media in measurement
2. Project methodology
3. Ethical Codex of the project

In Prague, August 5, 2010