

User Access and Content Usage

A guide for Megabuyte subscribers

Understanding your user permissions and what you can and can't do with our research content.

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Please note

Compliance with this guidance forms part of your contract with us. **We monitor user activity very closely** and will take action as and when required if we suspect an access or usage breach has occurred.

User Permissions









What you can and can't do with your log-in details and any content you access.

Subscriber Content Access Rights

GUIDING PRINCIPLES

As part of your subscription, your organisation has a designated number of licenses. These are allocated against individual, named users. Access to our content is restricted to these users only, with the exception of Premium Plus *enterprise-level* accounts.

Enterprise level accounts may share content beyond individually designated users, provided that sharing remains within the geographic territory and/or business division specified in your contract. Enterprise-level accounts may also share whatever content they wish *internally* (for example, they are not limited to excerpts only). *External* content sharing restrictions remain unchanged and as stipulated in this document on pages 3 & 4.

	Yes	Permission Required	No	
Do I have access to all Megabyte research content?	 Premium Plus		 Premium* (News only)  Premium Extra (News & Reports)	Your content access as a user is determined by your organisation's subscription type. If you are interested in upgrading your subscription then please contact our customer services team. * Premium licences are only available as part of Premium Plus enterprise-level subscriptions.
Can I share my log-in details?			 No	Log-ins are allocated to named individuals and cannot be shared. If you are not a named user on your company's subscription then you do not have access to our content unless your organisation has an enterprise-level Premium Plus subscription, in which case other users on your account may legitimately share our content with you. At no time, regardless of your company's subscription type, should you attempt to access our content using somebody else's log-in details.
I understand that I can't allow people to use my log-in details, but can I share content with them?		 Excerpts as detailed on page 4		You may share content with others in your organisation subject to the stipulations on pages 3 & 4 in this document. If your organisation has a Premium Plus <i>enterprise</i> level account you may share content freely <i>internally</i> , provided that sharing remains within the geographic territory and/or business division specified in your contract. <i>External</i> content sharing restrictions remain unchanged. If it becomes apparent there is a need for additional users within your organisation to be consuming Megabyte research content then you should increase the number of your user licences. Our customer services team can discuss options and pricing with you.
Can access rights be transferred?		 Upon request via Megabyte		Access rights are transferable, but only if they are formally reassigned via the Megabyte customer services team. You cannot informally reassign them by allowing somebody else to use your log-in details. In transferring access rights we cancel the log-in details of the user being removed from the account and create new log-in details for the user being added to the account.
Can I upgrade my research access?		 Upon request via Megabyte		You can upgrade your research access at any point during your subscription. Our customer services team can discuss options and pricing with you.
Can I add additional licences to my subscription?		 Upon request via Megabyte		You can increase your licence numbers at any time during your subscription. Our customer services team can discuss options and pricing with you.

What happens if you breach your content access rights

Please be aware that we proactively monitor customers' use of our site and are quick to identify any unusual behaviour patterns.

Ordinarily, the situation is easily resolved by adding additional users to your account to more accurately reflect your content consumption.

In cases of extreme misuse we may switch off your access to the system until resolution has been reached.

Your Guide to Using Megabyte Content

Subject to a small amount of exceptions below we do not permit content sharing.

Content Usage – Can and Can't Dos

GUIDING PRINCIPLES

Other than the scenarios outlined below, we do not permit content sharing unless your organisation has a Premium Plus *enterprise* level account. These accounts may share information freely *internally* although *external* sharing permissions remains unchanged. Please see page 2 for clarification.

If in doubt, there are two simple tests to apply to any potential sharing scenarios:

1 If, in sharing content, you are receiving, or potentially receiving, some **commercial benefit** – either directly or indirectly – then you are likely to be denying us revenue and are in breach of our T&Cs.

2 Likewise, if you are **removing the impetus for a third party to subscribe to our service** then you are also likely to be denying us revenue and are again in breach of our T&Cs.

	Permitted	Permission Required	Not Permitted	
Daily Newswire Can I forward or share content from the Megabyte Daily Newswire?	● Occasionally		● Frequent or Systematic	✓ We understand that our users may occasionally wish to highlight and/or discuss an article of interest from our Daily Newswire with people who are not Megabyte subscribers, whether internal or external to your organisation. This is permitted on an occasional and/or non-systematic basis. ✗ You are strictly prohibited from routinely forwarding the Newswire to others, whether internal or external to your organisation. 'Routinely' reflects any suggestion of habit, e.g. regular forwarding to the same individual or forwarding to others, even on a one-off basis, if you doing so regularly. <i>For example, if you are an adviser to one of the companies we track, forwarding the CEO the Newswire whenever it includes an article either featuring the company itself or an item of related interest is a form of client servicing using our content and is therefore commercially prejudicial to us.</i>
Scorecard Ratings Can I reproduce Megabyte Scorecard ratings?	● Selectively		● In full ● Underlying Scorecard KPIs	Individual company Megabyte Scorecard ratings are referred to in company briefs and <i>extended or full peer group ratings</i> in company reports and peer group reports. Scorecard ratings are not referenced in news stories. COMPANIES ✓ May reference individual Scorecard ratings and any relative ranking. ✗ May not reference other companies' scores. INVESTORS AND ADVISERS ✓ May reference a number of Scorecard ratings, for example when referencing scores of peer organisations. ✗ May not reproduce a Scorecard table in full. Please refer to the tables overleaf for detailed guidance on the use of content excerpts.
Reports Can I share Megabyte reports with other people?			● Under no circumstances	✗ Under no circumstances can you share our reports with anyone who is not a designated user within your organisation, nor externally. Megabyte reports can take many man days to produce and contain analysis and statistics that require many man years to develop. Moreover, as our reports are available to buy for people who are not subscribers forwarding of any report is directly commercially prejudicial to us. <i>Both internal and external sharing of reports is commercially prejudicial to us. If there are additional users within your organisation who require access to reports they should be added to your account as designated users. Sharing reports externally denies us revenue, both in terms of denying us potential subscription revenue or revenue from our pay-as-you-go report sales.</i>
Reports Written About My Company Can I share a company report written about my company?	● Link to publicly available synopsis		● Under no circumstances	✓ You may link through to and/or republish the synopsis linked to your report at megabyte.com/reports. Synopses are publicly available content. ✗ Under no circumstance can you share our reports with anyone who is not a designated user within your organisation, nor externally. Nor may you repackage, either in whole or in part, any of the content in the form of a press release or news item on your website etc

Potential penalties for content misuse:

Immediate service switch-off • Denial of future services • Legal action to stop unauthorised use and/or legal action in the pursuit of financial compensation for unauthorised use.

Content Usage – Can and Can't Dos *continued...*

	INVESTORS & ADVISERS				COMPANIES			
	Usage Scenarios	Permitted	Permission Required	Not Permitted	Usage Scenarios	Permitted	Permission Required	Not Permitted
Content Excerpts Can I share content excerpts?	Internal briefing documents	● Charts/data	● Written excerpts		Board packs and other internal briefing documents	● Charts/data Written excerpts		
	Pitch books	● Charts/data		● Written excerpts	Annual report		● Charts/data	● Written excerpts
	Equity research	● Charts/data		● Written excerpts	Sales presentations		● Charts/data	● Written excerpts
	Due diligence	● Charts/data		● Written excerpts	Press releases		● Charts/data	● Written excerpts
	Marketing materials (including mailshots, email marketing, website etc)		● Charts/data	● Written excerpts	Website 'About Us' or 'In The Media' etc		● Charts/data	● Written excerpts
	Investment proposals (including prospectuses or information memoranda etc)		● Charts/data	● Written excerpts	Marketing materials (including mailshots, email marketing, website etc)		● Charts/data	● Written excerpts
					Investment proposals (including prospectuses or information memoranda etc)		● Charts/data	● Written excerpts

	Permitted	Not Permitted
Using Charts and Data Assuming I can legitimately share a chart or data, what protocols apply?	● Using data to create your own charts ● Sharing charts in their entirety	● Altering a chart or data and representing it as an original, Megabyte generated chart or data set

Do I need to credit Megabyte when sharing its content?

Whether you are sharing Megabyte content in its entirety or using data, charts or excerpts, you must always provide clear and unambiguous notice that Megabyte was the source. You must never represent Megabyte content as your own.

You must use the following copy when attributing content excerpts in any form to us:
Source: Megabyte www.megabyte.com

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