



Content Usage Guidelines

A guide for Megabyte subscribers

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

UPDATED AS AT: DECEMBER 2024

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.

As part of your subscription, your organisation has a designated number of licenses. These are allocated against individual, named users (called “Authorised Users” under the Terms and Conditions for the Megabuyte Services). Access to our content is restricted to Authorised Users only, with the exception of *enterprise-level* accounts.

If you have an enterprise account, you may share our content within your organisation (and subject to any other restrictions such as territory and/or business division as specified in your contract), even if the recipient does not have an account. That recipient will be an Authorised User and they must comply with the terms of our contract. Having an enterprise account does not permit you to share any of our content externally, except as permitted under our contract and as set out in these Content Usage Guidelines.

Do I have access to all of the content on the Megabuyte research platform?	The level of content that you can access is determined by your organisation's contract with us. All customers who subscribe to the Megabuyte Subscription Services can access content on the Megabuyte platform. You will only have access to Analyst Access or the ability to access the services via an API if your organisation has purchased these services. If you are interested in adding Analyst Access to your organisation's subscription, increasing the amount of Analyst Access that your organisation has purchased or accessing content via an API, please contact our customer service team. Any amendments to the services provided must be agreed in accordance with the Terms and Conditions for the Megabuyte Services.
Can I share my log-in details?	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 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.
How can I share content with others in my organisation?	<p>You can share content freely with other people in your organisation that are Authorised Users and who have an account to access our services. You cannot share content with people who do not have an account to access our services, except if you have an enterprise account. For sharing content outside your organisation, please see pages 3 & 4.</p> <p>If you have an enterprise account, you can share content within your organisation, including with individuals who do not have an account, as long as:</p> <ul style="list-style-type: none">• The recipient works for the same organisation as you.• The recipient has a business need to see the content.• You only share content in a reasonable manner internally and must not “bulk” share content. This includes that you must not publish content to intranets, other organisation-wide forums or regularly circulate content (or make it accessible) to a large number of people.• There are no other restrictions to enterprise sharing included in our contract (e.g. restricting to a certain territory or business group).
Can access rights be transferred?	You may contact Megabuyte to request that the account of an Authorised User is transferred to another individual. If we consent to the transfer we will provide the new Authorised User with an account which has a new password and log-in details. Once the account has been transferred, the original Authorised User will not be able to use their account. You cannot informally reassign an Authorised User account by allowing somebody else to use your log-in details. Letting anyone else use your log-in details is a breach of these Content Usage Guidelines and our contract.
Can I upgrade my subscription at any time?	You can request upgrades to the services we provide at any time by contacting us. This includes if you want to purchase Analyst Access services, or if you wish to access the Megabuyte platform via an API. Our customer services team can discuss options and pricing with you. Any additional services must be purchased by following the process in the Terms and Conditions for the Megabuyte Services.
Can I increase the number of Authorised Users for my subscription?	You can request additional Authorised Users at any time by contacting us. Our customer services team can discuss options and pricing with you. Any additional Authorised Users must be purchased by following the process in the Terms and Conditions for the Megabuyte Services.

What happens if you breach your content access rights

Please be aware that we proactively monitor use of our services and are quick to identify any unusual behaviour patterns. Breach of these Content Usage Guidelines is a breach of the Terms and Conditions for the Megabuyte Services. Notwithstanding any other remedy we may have, if you are in breach we reserve the right to disable your access to our services.

User Permissions
Continued...

Can I use AI with any Megabyte content?

You cannot share or provide any Megabyte content (or any data derived from Megabyte content) with any AI applications, tools or offerings, including generative AI tools. This includes that you cannot use Megabyte content (or any data derived from Megabyte content) for the purpose of training algorithms or tools or otherwise using Megabyte content for AI training data.

What happens if you breach your content access rights

Please be aware that we proactively monitor use of our services and are quick to identify any unusual behaviour patterns. Breach of these Content Usage Guidelines is a breach of the Terms and Conditions for the Megabyte Services. Notwithstanding any other remedy we may have, if you are in breach we reserve the right to disable your access to our services.

Your Guide to Using Megabyte Content

You may not share any Content except as set out in these Content Usage Guidelines and our contract.

Daily Newswire

Can I forward or share content from the Megabyte Daily Newswire?

EXTERNAL SHARING

You may only share headlines for Daily Newswire with third parties occasionally and not systematically or frequently. You must not share any other content from Daily Newswire, including excerpts, quotes or full articles with third parties unless you have our prior written consent. When sharing the headlines externally, you cannot publish them or make them publicly available.

INTERNAL SHARING

You may share Daily Newswire with others who have an account to access our services. If the recipient does not have a Megabyte account you may only share headlines, unless you have an enterprise level account (see the rules on enterprise account sharing on page 2).

Scorecard Ratings

Can I reproduce Megabyte Scorecard ratings?

EXTERNAL SHARING

You may only share the Scorecard rating with third parties. The Scorecard rating is the single aggregated figure between 1-100. You cannot share any other content with third parties, including full details of the scorecard rating, underlying KPIs, or any data or information used to calculate the Scorecard rating.

INTERNAL SHARING

You may share the Scorecard rating in full with others who have an account to access our services. If the recipient does not have a Megabyte account you may only share the Scorecard rating, unless you have an enterprise level account (see the rules on enterprise account sharing on page 2). The Scorecard rating is the single aggregated figure between 1-100.

Reports

Can I share Megabyte reports with other people?

EXTERNAL SHARING

You cannot share Reports (in whole or in part) externally under any circumstance.

INTERNAL SHARING

You may share Reports in full with others who have an account to access our services. If the recipient does not have a Megabyte account you may not share a Report (in whole or part) with them, unless you have an enterprise level account (see the rules on enterprise account sharing on page 2).

Both internal and external sharing of reports is commercially prejudicial to us. If there are individuals within your organisation who require access to Reports they should be added to your account as Authorised Users. Sharing reports externally denies us potential subscription revenue.

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.

Your Guide to Using Megabuyte Content *Continued...*

Usage Scenarios	The Rules
Free to Air Meaning that you can share content without restriction with third parties.	<p>You may never make any of our content Free to Air, except with our prior written consent. You may not publish or make any of our content publicly available nor may you freely distribute our content as you wish.</p> <p>You can request that certain content is shared in a specific manner which is Free to Air, but we retain full discretion as to whether to allow this or not. We can also stipulate restrictions on your use and may withdraw our consent at any time.</p> <p>We rarely permit written excerpts to be made Free to Air. However, we may agree to make certain Charts/Data Free to Air in the following circumstances:</p> <ul style="list-style-type: none"> • Annual Reports of Companies. • Press Releases. • Use on your Website. • Marketing Materials.
Selected External Recipients This means where you share our content outside of your organisation with a potential or current clients/customers and your business partners. Examples may include sharing content in a pitch book or equity research.	<p>You may never share written excerpts with Selected External Recipients.</p> <p>You may share Charts/Data with Selected External Recipients subject to the following conditions:</p> <ul style="list-style-type: none"> • Sharing is occasional and specific. You may not share Charts/Data on a frequent basis. • Selected External Recipients are informed of the confidential nature of the Charts/Data before it is disclosed. • Selected External Recipients must be bound by confidentiality obligations and must not further disclose the Charts/Data to anyone else. • Selected External Recipients are informed that they should not rely on any Charts/Data and that they act on any information at their own risk and they assume sole responsibility for results obtained from the use of and for conclusions drawn from such use. • The Selected External Recipient is not a competitor of Megabuyte. <p>Under the Terms and Conditions of the Megabuyte Services, Selected External Recipients are deemed a “Representative” and as such they must comply with the Terms and Conditions of the Megabuyte Services. You shall be liable for the actions or omissions of Representatives.</p> <p>At any time, we may contact you to restrict, rescind or place conditions on sharing with Selected External Recipients.</p>

Do I need to credit Megabuyte when sharing its content?

Whether you are sharing Megabuyte content in its entirety or using data, charts or excerpts, you must always provide clear and unambiguous notice that Megabuyte was the source.

You must never represent Megabuyte content as your own.

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

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.