Gartner Content Misuse Assessment Guide

This document classifies different types of Gartner content misuse and provides examples of each. Gartner Content Compliance applies this list consistently.

Severity Levels

**Level 1**
Non-willful misuse of Gartner content

**Level 2**
Mistakes that dilute/misrepresent our intellectual property (IP) or jeopardize the Gartner brand.

**Level 3**
Egregious, malicious or competitive non-compliance of Gartner content. Even one, isolated misuse may rise to the level of a quote ban, up to three months.
Non-willful misuse of Gartner content

Examples include:

1. Missing attribution
2. Missing required disclaimer
3. Missing trademark legal line
4. Trademarks:
   • Using an outdated Gartner logo
   • Using a badge (e.g., Customers’ Choice, Cool Vendors) without the year
   • Changing the color, font or stylization of non-registered Gartner trademarks (Customers’ Choice badge, Gartner Peer Insights logo)
   • Using the Gartner logo without a reprint

5. Graphics:
   • Industry-general graphics:
     - Changes to our copyrighted industry-general graphics that do not change the intent or the overall look and feel of the graphics; changes are more artistic
   • Organization-specific graphics:
     - Changes to our copyrighted organization-specific graphics that do not change the intent or the overall look and feel of the graphics; changes are more artistic
     - Creating abstract graphics based on our copyrighted provider-specific graphics

Features of Customer Data Platforms

- Data Collection
- Define Attributes
- Segmentation
- Optional
- Prediction & Decision
- Activation

- Inputs from any source
- Advanced or simple
- Defined rules
- Associates ID
- To person
- Out-of-the-box models
- Import custom R, Python
- Content/offer optimization
- Next best recommendation analytics
- Connects external systems

Unique ID: 123456
Name: John Doe
Email: jd@gmail.com
Last Purchase: 11/24/2015
Gender: Male
Attribute: Loyal
High Value
New Visitor
Deal Seeker

Continued to the next page
Examples include (continued):

6. Using provider-specific quotes
7. Using an unapproved thumbnail when promoting a Gartner reprint
8. Using archived research to promote outdated provider placement or outdated market stats or predictions
   • Comparing branded research (graphics) of previous year with latest version of graphics
9. Paraphrasing expert opinion research or user-generated content (Gartner Peer Insights or Gartner Digital Markets reviews)
10. Acceptable use but never submitted for approval; does not apply to preapproved templates
11. Promoting an expired reprint
12. Using Gartner trademarks/service marks based on expert opinion in email signatures or corporate boilerplates

Name
Title
Company A Software
Mobile: Xxxxxxxxxxxxx
Email: xyz@companya.com

A leader for the 4th time
2020 Gartner Magic Quadrant™

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Misuse Assessment Guide

Level 2
Mistakes that dilute/misrepresent our IP or jeopardize the Gartner brand.

Examples include:

1. Using provider-specific quotes (determined on a case-by-case basis)

2. Trademarks:
   - Using the Gartner logo to create a new composite mark
   - Changing the color, font or stylization of the registered Gartner logo

3. Graphics:
   - Industry-general graphics:
     - Material changes to our copyrighted industry-general graphics that do not change the intent or the overall look and feel of the graphics; changes are more artistic
   - Organization-specific graphics:
     - Circulating a draft organization-specific graphic or promoting placement in draft content to a closed audience (e.g., sharing a draft graphic in a one-on-one client situation)
     - Changes to our copyrighted organization-specific graphics (e.g., highlighting placement to draw attention to one company)

4. Reprints:
   - Promoting a reprint, doing lead gen or circulating a published graphic before coordinated delivery
   - Promoting a reprint, doing lead gen or circulating a published graphic without a reprint
   - Unauthorized external distribution of a Gartner report, in its entirety, without a reprint

Magic Quadrant™ for Security Information and Event Management

Source: Gartner (June 2021)
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Egregious, malicious or competitive non-compliance of Gartner content. Even one, isolated misuse may rise to the level of a quote ban, up to three months.

Examples include:

1. Use of Gartner content as an endorsement or as a competitive weapon

2. Graphics:
   - Material changes to our organization-specific graphics:
     - Any change to our copyrighted organization-specific graphics that weaponize the graphic (e.g., photo-editing out a main competitor or highlighting the drop of a competitor’s placement from previous year[s])
     - Publishing/promoting a draft organization-specific graphic or placement in draft content to a broad audience (e.g., on social media)

3. Falsifying any Gartner content: Examples include falsifying a Gartner Peer Insights rating/inclusion or stating that you are included in a report when you are not

4. Using Gartner in litigation proceedings or securities-related transactions (including earnings call press releases and scripts) without preapproval from Gartner