

# Appendix 1 – Licensed Use Standard

<p><b>1 Licensed Use</b></p> <p>1.1 The Customer's Licensed Use of Licensed Data is:</p> <p>1.1.1 Business Use as set out in paragraph 2; and</p> <p>1.1.2 Limited External Use as set out in paragraph 3.</p> <p><b>2 Business Use</b></p> <p>2.1 Business Use is the use of Licensed Data solely for the internal administration and operation of the Customer's business.</p> <p>2.2 Business Use does not entitle the Customer to make available or to provide Licensed Data to third parties.</p> <p><b>3 Limited External Use</b></p> <p>3.1 Limited External Use is, subject to paragraph 3.2, the use of Licensed Data:</p> <p>3.1.1 <b>to promote</b> the Customer's own business by generating a map which demonstrates one or more of the following:</p> <p>a) the location of the premises and static assets which the Customer owns, leases or manages;</p> <p>b) the location of a bespoke event organised by the Customer up to and for the duration of the event;</p> <p>c) directions or routes (which are not specific to any particular customer or third party) to the premises or static assets in paragraph 3.1.1 (a) or event in paragraph 3.1.1 (b);</p> <p>d) the scope of the Customer's area of operation;</p> <p>3.1.2 <b>to report</b> on the Customer's own business by including a map in:</p> <p>a) an annual report on the affairs of the Customer's business or for accounting purposes, in each case produced to comply with a statutory obligation (including, without limitation, section 415 of the Companies Act 2006); and / or</p> <p>b) a report to be submitted to a regulatory body to which the Customer is subject in order to meet that regulatory body's requirements; and/or</p>	<p>3.1.3 <b>to include a map within any professional services</b> provided by the Customer to its clients, such map only to be used (in the case of a business client) for the internal administration and operation of such client's business.</p> <p>3.2 Limited External Use is subject to the following conditions:</p> <p>3.2.1 any map generated in accordance with paragraph 3.1 shall not comprise:</p> <p>a) a service or product in itself; or</p> <p>b) a significant part of any product or service offered by the Customer; or</p> <p>c) a service or product (or significant part of any product or service) provided on behalf of a third party;</p> <p>3.2.2 the map shall be in a raster format and the Customer shall use its reasonable endeavours to prevent third parties from being able to edit the map or from extracting Licensed Data from the map;</p> <p>3.2.3 the map shall not be of a larger scale or area and shall not contain a larger number of features than is reasonable for it to fulfil its function;</p> <p>3.2.4 the Customer shall display additional information on or with the map, which information facilitates the purposes in paragraphs 3.1.1 to 3.1.3;</p> <p>3.2.5 the Customer shall not receive any direct payment, credit or money's worth as a result of allowing third parties to access, view or use the map but, for maps generated in accordance with paragraph 3.1.1, the Customer shall be entitled to use the map in conjunction with advertisements that are not illegal, deceptive, misleading, unethical or detrimental to the reputation of the Licensed Data and/or us; and</p> <p>3.2.6 for the avoidance of doubt, the Customer shall comply with Clause 6.3 of the Framework.</p>
---	--