

NielsenIQ BookData Data Sharing Notice

For over 160 years NielsenIQ BookData has been built on a foundation of integrity on the collection and delivery of data to meet our customer's needs. Protecting information entrusted to us and our clients by our retail partners, publishers and consumers is critical to ensuring the industry has access to our services to better serve your clients and grow your business. The reputation we have earned in the marketplace can only be maintained through continued data stewardship and confidentiality.

As we witness the explosive growth of AI/GenAI, we recognize the need for longstanding industry data sharing norms to evolve in order to uphold data protection standards today and in the future.

We are therefore taking this opportunity to reinforce existing data sharing policies designed to protect the book industry and our ecosystem. We would like to remind our clients of our expectations regarding the sharing of our licensed data with you. This data includes, but is not limited to, our bibliographic metadata, BookScan sales data and consumer research insights. Specifically:

- Sharing or providing access to NielsenIQ BookData data with your external third-party vendors requires written prior approval from NielsenIQ BookData with limited exceptions for:
 - Staff augmentation personnel (e.g., temporary employee backfill working solely for you).
 - IT services and support as defined in our licensing documents and where the information does not leave your control.
- Sharing retailer-identifiable data with another retailer is prohibited.
- Sharing and storing NielsenIQ BookData data outside of your databases and platforms requires written prior approval.
- Sharing or loading any NielsenIQ BookData data into a public AI tool/platform (ChatGPT, Bard, etc.) is prohibited. Inclusion into a private AI tool or platform requires written prior approval.
- Sharing of NielsenIQ BookData data in the media requires written prior approval.

Strong data governance is crucial in the age of AI. To handle this evolving technology responsibly, trusted data stewardship is essential. Our data is commercially sensitive and must therefore not be shared with any third parties or posted publicly without permission. Our responsibility to data governance underscores our commitment to safeguarding our retail partners, the industry and our intellectual property.

We appreciate your efforts to reinforce the importance of data stewardship among your teams. If you have any questions, please contact your Account Manager in the first instance.