
Gartner's Copyright and Quote Policy – Compliance is Important to You!

Gartner takes compliance with our Copyright and Quote Policy very seriously. It's important to us because it protects the integrity of our brand and our reputation for independence and objectivity. It's important to IT vendors and users as well, because it enables our analysts to express their views candidly, without fear of being misquoted, taken out of context, or used by competitors to either promote or disparage IT products or services.

We work with our clients every day to approve external uses of our name and research within the guidelines of our policy, and find that the vast majority of our clients respect our processes. In those cases where they do not, there are a range of actions available to Gartner, which may include, but are not limited to:

- escalation to your senior management and CEO
- imposition of quote bans on all uses of the Gartner name and research
- corrective announcements posted on the Ombudsman page of www.gartner.com
- termination of services

Please report all violations to vendor.relations@gartner.com.