

Gartner's Violation Assessment Guide: Factors that determine our approach

Violation type?

***Sharing DRAFT Magic Quadrant, Critical Capabilities or Market Guide graphic and/or text externally or with anyone beyond the appropriate internal participants**

Unauthorized PDF reprint downloaded from gartner.com

Gartner Consulting deliverable distributed externally

Criticism of competitor using Gartner content

Gartner in e-mail signature stamp

Self-promotion with inappropriate research content

Misrepresentation/Lack of context

Non-quotable research content

Outdated content

Acceptable use, but never submitted for required approval

Exposure and History?

Ad in media outlet

Billboard or other public signage

Gartner content shared with large audience – booth signage, industry event, etc.

Non-compliant, unapproved press release

Expired reprints/promotional language

E-mail with Gartner content

Gartner content or link to gartner.com on website

Number and frequency of incidents in past 12 months

How previous issues were resolved (speed, actions, etc.)

***This violation type will result in an automatic and immediate 3-month quote ban.**

*This is not a completely exhaustive list.
If you don't see your example here, it doesn't mean it's not a violation.*

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