



AACSB International Data Use Agreement – Educational Members

All AACSB Educational Member organizations are eligible to receive access to benchmarking data through the DataDirect survey, benchmarking, and reporting system. The level of access for each school is determined by that school's membership status and participation in specific surveys.

Individual user accounts at each Educational Member organization are assigned specific levels of access by authorization from the Official Representative or designated Primary Contact for the school. There is no limit to the number of users added to the system by each school. All users must abide by this standard data use agreement.

Through this agreement, the Educational Member representatives affirm that the data will only be used in accordance with AACSB International's data use policies, as outlined herein, as well as all applicable Federal, State, local government, and administrative laws and regulations. If there are any questions about the access or use policies, please contact AACSB International for clarification.

Access Level: Educational Member, Survey Participant

For the survey in which the Educational Member organization submitted a validated survey

- Free access to benchmarking Quick Reports for use in generating targeted custom benchmarking reports (25 schools or less per report where school-level data are displayed) using data from the survey in which the school participated.
- Free access to data from Advanced Multi-Year Quick Exports for the survey in which the school participated (includes school-level data, no limit on group size).
- An unlimited number of custom Comparison Groups for use with the above-mentioned benchmarking report and export tools.
- Free access to all global and regional Overview Reports for the survey in which the school participated, as well as Executive Summaries of all survey Overview Reports.
- Free access to the Innovations that Inspire searchable database.
- Reduced, Educational Member Survey Participant pricing for custom data requests.
- Free access to individual Business School Profile Quick Reports for the schools identified in the custom comparison group.

Access Level: Educational Member, Survey Non-Participant

- Free access to the Innovations that Inspire searchable database.
- Free access to individual Business School Profile Quick Reports for the schools identified in the custom comparison group.
- An unlimited number of custom Comparison Groups for use with the above-mentioned benchmarking report and export tools.
- Executive Summaries of all survey Overview Reports.

DATA USE POLICIES:

Data Use Policies:

The data and report access received must not be re-sold, transferred, re-published, or used for any other purpose without the prior written permission of AACSB International.

This data access is non-transferable, and the data are not approved for use by any unauthorized users or for other projects. Each organization can have multiple, authorized users within their organization as permitted for the membership level, but data and access shall not be released to anyone outside of the organization. Authorized users that access and then distribute the data within the organization are responsible for ensuring compliance with these policies by any additional users of the data.

In addition, DataDirect access-holding organizations must adhere to the following data use policies:

Customizable Reports and Benchmarking

Customizable reports and benchmarking include all data acquired via the DataDirect Benchmarking menu of tools accessible by DataDirect account holders, as well as data derived through custom data requests of AACSB staff. The data in these reports differ from the standard Overview Reports because multiple years, variables, and different comparison groups can be chosen to create the report. This set of tools is part of the enhanced benchmarking within DataDirect.

Data attributed to individual schools within these reports are available in that format for the internal use of the Educational Member organization, and may not be published or distributed outside of the organization without the prior written consent of AACSB International. Data derived from these reports may not be re-posted, re-published, or externally distributed without the prior written consent of AACSB. Any data or derived data used, utilized, relied upon, referenced, or referred to for approved internal purposes shall cite AACSB International as the source.

Use of a DataDirect Access account by anyone other than the individual to which the account is assigned is prohibited. The export of the acquired data into shared systems or other redistribution of the data for broader access is also prohibited. Account holders are responsible for ensuring organizational compliance with these data use policies.

Data acquired via the Advanced Access accounts is available for the internal use of the Educational Member organization, as outlined above, for the duration of the Educational Membership term. Upon non-renewal or termination of the Educational Membership, the organization is required to return or destroy all the data and materials derived from the data.

Annual Survey Overview Reports

AACSB annual survey overview reports provide comprehensive reporting of survey data in aggregate form. These reports are available for free for internal use by organizations participating in the survey, by AACSB International business member organizations according to benefit level and are also available for purchase. These reports may not be wholly or substantially re-posted, re-published, or externally distributed without the prior written consent of AACSB. Any data used, utilized, relied upon, referenced, or referred to shall cite AACSB International as the source.

AACSB International will receive a full copy of any research reports or deliverables for publication or public dissemination created using, utilizing, relying on, referencing, or referring to the Overview Report data. These research reports or deliverables will not be re-published by AACSB International without the permission of the author/researcher.

Use of Data for Research by Faculty and Students of the Educational Member Organization

Data obtained through the standard benchmarking tools in DataDirect or from the downloadable reports can be used for research by authorized users at the Educational Member organization as long as:

- a. The specific research project, publication, and deliverables have been approved by the Official Representative or designated Primary Contact on file for the member organization.
- b. Data are properly cited as being obtained from AACSB International through the DataDirect system.
- c. Benchmarking data extracted from the system that attribute reported data to specific schools should not be replicated or published in any way that makes that

attribution publicly available outside authorized users at the Educational Member organization.

- d. No reports or downloadable items will be published in whole or part as part of the research without the specific approval of AACSB Data Services staff. While the data can be used to create charts, graphs, and figures, or to cite specific data instances within the research publication, this cannot include substantial republication of any items received from DataDirect. If you are not sure of your use, please contact AACSB at datadirect@aacsb.edu.

AACSB International will receive a full copy of any research reports or deliverables for publication or public dissemination created using this data. These will not be re-published by AACSB International without the permission of the author/researcher.

This agreement does not create or constitute evidence of an active research partnership or collaborative role between AACSB International and the Educational Member organization. AACSB International is acting as a source for data only and the data usage agreement does not imply, suggest, or otherwise constitute any additional involvement by AACSB International with any specific research project. Any data used, utilized, relied upon, referenced, or referred to shall cite AACSB International as the source.

None of the data, reports, other information, or any combination thereof accessible via AACSB International constitutes a “consumer report,” as that term is contemplated within the Fair Credit Reporting Act, 15 U.S.C. §§ 1681 *et seq.* (“FCRA”). AACSB International is not a “consumer reporting agency” as contemplated within the FCRA. AACSB International expressly disclaims that it assembles, maintains, or makes available a “file,” as defined within the FCRA, with respect to any consumer.

None of the data, reports, other information, or any combination thereof accessible via AACSB International may be used for purposes of harassment, debt collection, invasion of privacy, or infringement on any other protected interests of persons, individuals, consumers, corporations, limited liability entities, partnerships, trusts, or other legally recognizable entities.

Separate Data Agreements:

Separate agreements between AACSB and other organizations or independent researchers that allow access to large data sets or confidential data from the AACSB surveys are sometimes available. Restrictions may apply to ensure the confidentiality and approved uses of the data. Research proposals should be submitted to datadirect@aacsb.edu.

Any questions regarding these data, their interpretations, or approved uses should be sent to AACSB at datadirect@aacsb.edu.

At any time, AACSB reserves the right to amend this agreement and require educational members to agree to the amended terms for continued access to DataDirect.

Execution of this Agreement, and adherence to these policies is required in order to retain access to the DataDirect system. AACSB International reserves the right to revoke data access and/or membership without refund, terminate this Agreement and pursue legal action if deemed appropriate.

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