



AACSB International Data Use Agreement – Business Members

Agreement between AACSB International and Business Members for access to DataDirect and AACSB Survey Data.

All individuals who are associated with an AACSB Business Member organization are required to comply with all policies set forth in this document.

Access Level: Sustaining Business Member

Sustaining Business Member Organizations are invited to create up to three (3) DataDirect Advanced Access accounts.

Individuals at Sustaining Business Member Organizations with Advanced Access accounts are invited to enjoy:

- 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 *Business School Questionnaire* (AACSB's most comprehensive survey covering a range of operations and functions at educational member organizations).
- Free access to data from Advanced Multi-Year Quick Exports for the *Business School Questionnaire*. Available for Non-Confidential Public Profile data only, by request to DataDirect@aacsb.edu.
- An unlimited number of custom Comparison Groups for use with the above-mentioned benchmarking report and export tools.
- Free access to the Innovations that Inspire searchable database.
- Free access to all publications currently available for download within DataDirect. This includes global and regional Overview Reports for the full suite of surveys within the DataDirect platform.
- Reduced, Sustaining Business Member pricing for custom data requests.

Through this agreement, the Sustaining Business 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.

Access Level: Executive Business Member

All individuals affiliated with the Executive Business Member Organization, who have an AACSB Member Profile, are invited to enjoy:

- Free access to all Survey Overview Reports for the most recent year, as they become available. This includes global and regional Overview Reports for the full suite of surveys administered via the DataDirect platform. Available upon request from DataDirect@aacsb.edu.

Through this agreement, the Executive Business Member representatives affirm that the data will only be used in accordance with AACSB International's policies on confidentiality and data distribution as outlined herein, as well as all applicable Federal, State, local government, and administrative laws and regulations.

Access Level: Business Member/Associate Business Member

All individuals affiliated with the Business Member Organization, who have an AACSB Member Profile, are invited to enjoy:

- Choice of one complimentary Survey Overview Report during the annual membership term. This includes global and regional Overview Reports for the chosen survey administered via the DataDirect platform. Available upon request from DataDirect@aacsb.edu.

Through this agreement, the Business Member representatives affirm that the data will only be used in accordance with AACSB International's policies on confidentiality and data distribution as outlined herein, as well as all applicable Federal, State, local government, and administrative laws and regulations.

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 is not approved for use by other researchers 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 authorized users within the organization. Any questions regarding this data, its interpretations, or approved access or usage should be sent to DataDirect@aacsb.edu.

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

Customizable Reports and Benchmarking [Sustaining Business Members Only]

Customizable reports and benchmarking include all data acquired via the Advanced Access role(s) assigned to the Sustaining Member Organization, as well as that derived through custom data requests of AACSB staff. The data in these reports differ from the standard 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 Sustaining Business 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 Advanced 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. Advanced Access 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 Sustaining Business Member organization, as outlined above, for the duration of the Sustaining Business Membership term. Upon non-renewal or termination of the Sustaining Business 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.

This agreement does not create or constitute evidence of an active research partnership or collaborative role between AACSB International and the Business 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. Research proposals should be submitted to datadirect@acsb.edu.

At any time, AACSB reserves the right to amend this agreement and require business 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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