

## Nielsen BookData Data Sharing Policy

For over 160 years Nielsen BookData has been built on a foundation of integrity in the collection and delivery of data to meet our customers' 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 panel data. Specifically:

- Sharing or providing access to Nielsen BookData data with an external third-party organisation is **not permitted**. Prior written approval can be requested for the following limited exceptions:
  - 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 Nielsen BookData data outside of your databases and platforms requires written prior approval.
- Sharing or loading Nielsen BookData data into any public platform or AI tool (e.g., ChatGPT, Bard, etc.) is prohibited. Inclusion into a private AI tool or platform requires written prior approval.
- Sharing or reporting of Nielsen BookData data in the media should be limited to supporting facts and figures in consultation with your Account Manager as appropriate. All data should be attributed to Nielsen BookData.

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.

# Nielsen BookData

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.

Kind regards

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