

Data Use Agreement – DataDirect Benchmarking Data and Reports

All AACSB member and select partner schools 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 and participation in specific surveys. Individual user accounts at each member/partner school are assigned specific levels of access by authorization from the Official Representative or Official Designee for the school. There is no limit to the number of authorized users added to the system by each school. All users must abide by this standard data use Agreement.

By this agreement, the Official Representative, Official Designee (if any), and school level system users 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. If there are any questions about the access or use policies, please contact AACSB International for clarification.

STANDARD DATA USE NOTES AND RESTRICTIONS:

- 1) Data, reports, and other information received via AACSB International DataDirect will not be re-sold, re-packaged, re-published, used as a product for an organization or school, or used for any other purpose not approved in this data use agreement (see "Approved Uses" below) without receiving express, written approval from AACSB International.
- 2) The data are non-transferable and are not approved for use by external researchers or for other external projects. Each member/partner school can have multiple, authorized users within their organization, but proper use and dissemination of the data are considered the responsibility of the school, and data shall not be released outside of the organization for external research projects. Projects intended for AACSB International, school benchmarking, school marketing purposes, or faculty/student research approved by the school administration are allowed. External research projects require the submission of a research proposal to AACSB International for review.
- 3) This data use agreement does not indicate an active research partnership or collaborative role between AACSB International and the member/partner school or any specific user for any data use. AACSB International is acting as a source for data only, and this does not imply, suggest, or otherwise constitute any additional involvement by AACSB International with any specific research project or data use.
- 4) Any data used, utilized, relied upon, referenced, or referred to shall cite AACSB International DataDirect as the source and include all relevant identifying information, such as year, survey, report, and/or comparison group characteristics, where appropriate.
- 5) AACSB International will receive a full copy of all research reports or deliverables for external publication or public dissemination created using, utilizing, relying on, referencing, or referring to the DataDirect data. This includes items such as journal publications, press releases, news articles, or published books. These will not be re-published by AACSB International without the permission of the author/researcher.

APPROVED USES:

Internal Use/Distribution:

- 1) **Downloadable Static Reports** - Most AACSB downloadable/static reports are approved for internal use/distribution at the school or organization. The data in these reports are already approved for public visibility. We do not allow re-posting, re-publishing, or external distribution of the full reports. The school may use the data in any capacity as long as AACSB is referenced and the report is not wholly or substantially distributed outside of the school or organization. (Examples: Annual Salary Survey Report, Annual Business School Overview Report)
- 2) **Customizable Reports and Benchmarking** – Customizable reports are also approved for internal use/distribution. The data in these reports differs from the static 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. The school may not re-post, re-publish, or externally distribute the full reports. The school or organization can use the data in any capacity as long as AACSB is referenced and the report is not wholly or substantially distributed outside of the school or organization. (Examples: Business School Profiles Report, Accreditation Statistical Report)

External Use/Distribution:

- 1) **Reports: None Current** – There are no current reports that are allowed for free distribution outside of the organization. If an organization would like to re-print or re-publish a report wholly or substantially, they need to contact datadirect@aacsb.edu, specifically.
- 2) **Data Points** - Any piece of published data in an AACSB downloadable report or benchmarking report that was not accessed through the confidential Data Share and is not considered confidential can be shared with the media or other organizations. This does not extend to the full report or to large scale data sets without prior authorization from AACSB International. AACSB must be cited when this Data are used. AACSB staff members are available to discuss and review data intended for external distribution in order to confirm that it is framed or interpreted appropriately.

Use of Data for Research by School Faculty and Students

- 1) Data obtained through the standard benchmarking tools in DataDirect or from the downloadable reports can be used for research by administrators, faculty, or students of your school as long as:

- a. The specific research project, publication, and deliverables have been approved by the Official Representative or Official Designee on file for the school.
 - b. Data are properly cited as being obtained from AACSB International through the DataDirect system.
 - c. Only non-confidential items will be available through the standard DataDirect benchmarking tools. This Data are available for use. Data from the BSQ Data Share area are confidential and only available to the Primary Contact for schools that opted in to this area. Data obtained through the BSQ Data Share are strictly confidential.
 - d. No reports or downloadable items will be published in whole or part as part of the research without the specific approval of AACSB Knowledge 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 Knowledge Services staff.
 - e. 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.
- 2) BSQ Data Share:** The BSQ Data Share is an opt-in area where confidentiality for the BSQ items is waived so that all schools that opt-in can view and use confidential BSQ data for internal benchmarking purposes. **No data obtained through the BSQ Data Share will be shared with anyone outside of the school or used in publication.**

Data Agreements:

Agreements between AACSB International and other organizations or independent researchers that allow access to large data sets or confidential data from the AACSB surveys are sometimes available. These agreements are specific to a given year and specified data, and the other organization must agree to AACSB's confidentiality policies on data reporting. Even if the organization/researcher is given access to AACSB's confidential data upon execution of a confidentiality form, they must abide by the policy of never reporting any confidential data that can be attributed or traced to the reporting school. (concerning) Other data restrictions may apply and will be determined on a case-by-case basis.

Any questions regarding this data, its interpretations, or approved uses should be sent to AACSB Knowledge Services staff at datadirect@aacsb.edu.