SAN JOSE DOWNTOWN ASSOCIATION

Data Use & Attribution Guidelines

This document outlines the appropriate procedures and responsibilities for sharing Placer.ai data. The goal is to ensure data integrity, responsible use, and proper attribution to the San Jose Downtown Association (SJDA), which sponsors access to the data. Failure to properly credit the SJDA may result in the revoking of rights to request future reports. All requests for access to data will be reviewed on a case-by-case basis. Submission of a request does not guarantee approval or fulfillment. SJDA reserves the sole right to evaluate, approve, partially fulfill, or reject any data request at its discretion, without obligation to provide justification.

1. Attribution Requirements

Whenever Placer.ai data is shared, published, or referenced—verbally or in written materials—the following attribution must be clearly included:
"Data provided by San Jose Downtown Association through Placer.ai."
This attribution must be visible on items similar but not limited to the list below:

- Reports
- Presentations
- Dashboards
- Media releases
- Internal or external publications

When sharing data in digital formats (e.g., slides, PDFs, or websites), the attribution must be placed in the footer of relevant pages or slides, or included in a clearly visible note near the data visualization or table.

2. Permitted Data Sharing

You may share summary-level insights (e.g., visitor trends, visit counts, dwell times, trade area comparisons) under the following conditions:

- The data is used for planning, advocacy, or public engagement efforts aligned with the mission of SJDA.
- The receiving party understands the data's limitations and methodology.

Data Use & Attribution Guidelines cont.

3. Data Context & Limitations
Always include a brief disclaimer noting:

- The data is based on location analytics and estimates derived from anonymized mobile devices.
- Data may not represent all population segments equally.
- Trends should be interpreted with caution and in context.

Example disclaimer:
"Data reflects estimates derived from within SJDA PBID and/or BID boundaries of anonymized mobile device signals. It should be interpreted as directional and not absolute counts."

4. Questions or Clarifications
For questions about data sharing, attribution, or requesting approval for specific use cases, please contact:

San Jose Downtown Association
Email: **SJDAData@sjdowntown.com**
Phone: **408-279-1775**