

Acceptable Usage Policy

This Acceptable Usage Policy ("AUP") below is a part of and subject to the master services agreement, however named, (the "Agreement") between the Forsta entity ("Forsta") and client ("Client") referenced in the applicable Sales Order, Order Document, or other commercial agreement ("Sales Order").

1. Acceptable Usage Policy

Forsta Visualizations is a shared system. To guarantee uptime and system performance for everyone, Clients and Authorized Users must use the Forsta Visualizations platform in an acceptable way. All Forsta Visualization subscribers are subject to this AUP. By accepting our Services, you agree to abide by the rules and regulations that govern the Forsta Visualization platform. Once effective, your subscription will be activated for the Forsta Visualizations platform per the conditions of your Agreement with Forsta.

2. Access

Only Authorized Users may access the Forsta Visualizations platform.

A subscription for the Forsta Visualizations platform comes in the form of a login and a password.

All logins and passwords are user-specific. They may not be shared under any circumstances.

Unauthorized access by anyone other than the Authorized User using a subscription password may result in suspension of your subscription.

Requests for the re-assignment of an existing subscription must be sent to support@forsta.com.

3. Content

- Only project-related content can be uploaded to the Forsta Visualizations platform.
- You may not upload content that may be construed as offensive on the grounds of race, ethnicity, sexual orientation or religion, or that is deeply insensitive to local social customs.
- Although Forsta Visualizations is a global platform, all local laws are applicable when it comes to copyrights, patents, and intellectual property rights when you are interacting with the Forsta Visualizations platform. You agree to comply with all laws in your use of the Services. Make sure you are aware of these local laws. Forsta does not accept liability if local laws are broken.
- Forsta reserves the right, at any time, to remove any and all content that it deems harmful or potentially harmful to either the system or itself, and will notify the Client if such an occasion arises.

4. System Integrity

Forsta will conduct regular cleanings of the Forsta Visualizations platform to guarantee uptime and continued high quality service for all users.

- Multiple copies of the same projects and/or projects used for testing and training may be deleted 30 days after creation.
- Forsta may archive any non-distributed projects that have not been accessed in the past 6 months. For a small fee, users can request for projects to be restored at any time.
- Forsta may delete imported data sets that are not in use and/or are older than 12 months.

For the avoidance of doubt, this Section 4 shall control all obligations of Forsta as it relates to cleaning of the Forsta Visualization platform.

5. Getting the most out of Forsta Visualizations (Do's and Don't's)

Forsta expects Clients to take note of the limitations below. By abiding by these advised limits, Client and its Authorized Users will get the most out of Forsta Visualizations in both functionality and usability.

In order to maintain optimal system performance, please adhere to the below limits, unless otherwise agreed to. If you have a need to go beyond these limits, please contact your Client Service representative, and we will make arrangements to handle your needs.

- Number of simultaneous Report Users per project on shared environment:
Max 1,000
- Number of Report Users per email-invite occasion
 - Max 1,000
- Number of answers (respondents x variables) per project
 - Max 200,000,000
 - for projects with more data points please contact your account manager
- Number of units/nodes in hierarchical organizations per project
 - Max 10,000
 - for larger number of hierarchical organizations per project please contact your account manager
- File-size of uploaded documents
 - Max 200 MB in total
 - possible to purchase larger limits)
- Number of objects per report (a project can contain several reports)
 - Max 200
 - recommended value only, more objects will increase loading time

In Memory data processing has to be enabled at all times in projects with more than 500,000 respondents.

For best performance, and especially in large and complex projects, **always** make sure to enable all “In Memory” data options on Project Settings page when projects are distributed.

If “In Memory” data model is not enabled in the project, make sure to pre-generate all reports after data upload and before distribution.

NOTE: Project has to be undistributed prior to starting report pre-generation and cannot be distributed again until pre-generation has finished.

6. External Code

Forsta offers Clients multiple ways to include custom HTML, CSS and JavaScript code within the platform.

- NOTE: The Client is completely responsible for any external code, added by Authorized User, that might cause errors in their projects. Forsta does not accept liability for errors caused by user defined external code.
- The Client is responsible for any subscriptions or licenses needed for the use of “third party” components they might add to the system through external code.
- Forsta reserves the right to disable the access granted to this added functionality of adding custom HTML, CSS and JavaScript if the user misuses this in a way that repeatedly causes their projects to perform improperly. The Client will be notified 3 days before the access is disabled.
- Any questions about custom code that the Client asks Forsta Support will be sent to our Developers and charged by the hour.

7. Data manipulation and analysis

Forsta Visualizations offers a number of possibilities for manipulation and analysis of data. Following features are supported:

Data

- Compute Variables with *Operators* like [AND, OR, NOT, +, -, LIKE, LESS, MORE] and *Functions* like [Count responses, Count, Mean, DIFF] and more.
- Compute Answers (Net brands, Top boxes, Bottom boxes etc.)
- Define filters
- Sort Variables
- Sort Answers
- Sort Filters
- Transform Value Labels into Values
- Define or Create Data & Time variables
- Create Weighting definitions
- Transforms Strings to Categorical
- Transforms Categorical to String
- Identify Multi response sets (propriety version)
- Identify Duplicate Cases
- Identify Duplicate of Answers
- Identify invalid Case data (case data without Meta data)

Growing Smarter Together

- Replace or update existing datasets
- Merge data;
 - o Add Cases
 - o Add Variables
- Recode into Same variable
- Clean data
- Automatic Recode values
- Replace missing values
- Supports the common variable types; Numeric, Categorized scale/non-scale, Multiple choice, String, Date

Meta data

- Renaming of Variable labels
- Renaming of Value labels
- Color management
- Factor average manipulation for Average calculations
- NPS calculation support
- Exclude Answers from Average calculations
- Question-block logic
- Answer-blocks logic
- Changing Variable type
- Pos/Neg/Neu administration for POS/NEG charting
- Variable Subsets

Analytics

- Significance test (Two independent sample Z-test, Norm test)
- Effective base size in Significance test
- Correlation test (Pearson)
- Numeric mean calculation
- Categorized mean calculation
- Numeric percent share
- Conversion rate
- Categorized percent share
- Numeric Min
- Numeric Max
- Numeric Median
- Percentile of calculated values
- Mean of aggregated result
- Index calculation
- Benchmarking on time, compare sets and hierarchical relations
- Compare series
- Filters
- Hierarchical filters
- Weights vs Filters

8. Terms

Capitalized terms in this AUP, shall have the same meaning set out in the Agreement unless otherwise stated elsewhere herein. Except as modified herein, the terms of the Agreement remain unchanged and in full force and effect. Where any conflict arises between this AUP and the Agreement, then the terms of this AUP shall prevail and override the Agreement.