

# Gartner in titles/subtitles/subject lines

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- Why don't we allow Gartner to begin the title/subtitle of your press release, newsletter or email subject line?
  - This rule is designed so that your press release, newsletter or email is not mistaken as a Gartner communication. For example, most of our press releases begin with “Gartner” (e.g., “Gartner Says” “Gartner Announces” “Gartner Estimates” “Gartner Identifies” “Gartner Predicts” “Gartner Forecasts”, etc.).
    - Gartner reserves the right to begin its own press releases, newsletters or email communications with this phrasing.
  - Further, phrases like “Gartner Highlights” “Gartner Names” “Gartner Features” “Gartner Showcases” “Gartner Insight on” or “According to Gartner” imply that Gartner is providing an endorsement, which calls into question our independence and objectivity.