

# Gartner's Violation Assessment Guide: Factors that determine our approach

## Violation type?

**\*Sharing DRAFT MQ graphic/text externally or with anyone beyond the appropriate internal participants**

**\*Including unapproved Gartner data or references in an earnings call**

Unauthorized PDF reprint downloaded from [www.gartner.com](http://www.gartner.com)

Gartner Consulting deliverable distributed externally

Criticism of competitor using Gartner content

Gartner in e-mail signature stamp

Self-promotion with inappropriate research content

Misrepresentation/Lack of context

Non-quotable research content

Outdated content

Acceptable use, but never submitted for required approval

## Exposure and History?

Ad in media outlet (large circulation)

Billboard or other public signage

Gartner content shared with large audience –  
Booth signage, industry event, etc.

Non-compliant, unapproved press release

Expired reprints/promotional language

E-mail with Gartner content

Gartner content or link to [gartner.com](http://gartner.com) on website

Number and frequency of incidents in past 12  
months

How previous issues were resolved (speed,  
actions, etc.)

**\*This violation type will result in an automatic and immediate 3-month quote ban and reprint blackout.**

*This is not a completely exhaustive list.  
If you don't see your example here, it doesn't mean it's not a violation.*