

# MOTOR CYCLE INDUSTRY ASSOCIATION PERMITTED USE OF DATA & KEY PRINCIPLES FACTSHEET



## INTRODUCTION

The information below applies to **ALL users with access to MCIA data**. This includes, but not limited to, **Motor Cycle Registration Information System (MCRIS)**.

The MCIA Data Contract remains the primary defining document for MCRIS.

Such data is generally deemed confidential and solely for Member company internal use. It is therefore not permissible to share this data in any way outside the recipient's company. This factsheet is intended to provide details of common circumstances where use of the data is permitted and other key principles of the full Contracts.

## MCIA DATA

### FTP ACCOUNT ACCESS

**Access credentials are updated once a year and provided to a single point of contact.** It is the responsibility of the recipient to distribute them sparingly to those within their own company requiring this data and they are aware of the data restrictions.

As stated in the MCIA Data Contract, access credentials should be updated if anyone moves role or leaves the company.

### MCIA PUBLIC DATA

It is permissible to compile and **use publicly** any of the data made available in the MCIA's Pocket Guide or Monthly Press Statistics report.

### MEMBERS STATISTICAL BOOKLET

This MCRIS product is not a public document and therefore it is **not permitted to share** or make public in any way, this report or the data therein.

## INTERNAL USE OF MCIA DATA

### MEMBERS OWN PRESS RELEASES / GROUP COMPANIES / HEAD OFFICE

Data can be quoted for the purposes of highlighting a company's own performance achievements or to draw attention to an issue etc. as part of a commentary. The quantity of quotes should be minimal and data constituting a set, however small, should not be included or made available in any way. Users should only use quotes relating to their own brands.

### DEALERS

Generally, it is not permitted to share any MCRIS data with dealers, however manufacturers in receipt of Customised Territory Reporting (CTRs), are permitted to allow their Area Sales Managers to use CTR data in discussions with their Dealers though this is restricted to data that relates to the dealers own business and not competitors.

### THIRD PARTIES

Third Parties can use the Data in order to provide a contracted service to the User. Agencies and Data Management companies should not be given access to the FTP site. Permission must be received in writing from MCIA beforehand. They cannot use it for any other purpose, publish or circulate it and are bound by the same Terms and Conditions contained in the MCIA Contract, as the User. Providing such a contract between the User and the Third Party exists, permitted examples would be:

- ▷ The European or World HQ.
- ▷ An external PR Agency. (This should only be provided when required, rather than constantly).

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- ▷ A Data Management company such as MIS, Experian etc. (This must be provided direct by MCIA)

## GDPR

As some elements of the MCRIS Data are classed by the DVLA as Personal Data, data users must abide by the requirements of GDPR.

## WRITTEN PERMISSION

Any company wishing to extend their permitted use of data provided by MCIA, should formally apply to do so. MCIA must have granted specific permission in writing before any data may be shared.

① For further information, please contact the Market Intelligence department:

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