

dunn&churchill

Public Policy Document

Diamond Binding Attribution Policy

Dunn & Churchill Pty Ltd

1. About this Policy

1.1. Who does this policy apply to?

If you are a Diamond Binding Professional Edition licensee, attribution is **not** mandatory. Diamond Binding Enterprise Edition licensees should check their Enterprise License Agreement.

For Diamond Binding Personal Edition licensees, attribution in certain situations forms a part of your End User License Agreement.

In any case, if you are either required to provide attribution, or choose to, this Policy describes how to provide that attribution.

2. Personal Edition Licences

This section applies to licensees of Diamond Binding Personal Edition.

2.1. Why is attribution mandatory?

By providing Diamond Binding to the hobbyist and academic community free of charge in the form of the Personal Edition, Dunn & Churchill hopes to increase the visibility of Diamond Binding in commercial development circles. The Diamond Binding Attribution Policy allows people to recognise the many creative ways in which the hobbyist and academic development community use Diamond Binding.

2.2. When is attribution required?

Attribution is required when the End User Product is visible by the public, or data generated by the end user product is visible by the public (the Content). Generally speaking, when Diamond Binding was instrumental in providing members of the public with the Content, you should tell them this.

A non-exhaustive list of examples of content when attribution is required follow:

- The Content provided by a website, where the Content is generated using Diamond Binding.
- The Content provided by a website, where Diamond Binding was used to determine permissions, or perform indexing.
- Content sent through a mailing list manager, where Diamond Binding is used to manage the mailing lists.
- Content in the form of a study, report, or thesis where Diamond Binding was used in a processing step for data which the Content was based on.
- An application demonstrated to a group of people, which uses Diamond Binding.

3. Attribution Guide

Show that your product is “Powered by Diamond Binding”.

3.1. Websites

If your Content appears on a website, you should use a “Powered by Diamond Binding” graphic, placed prominently on each page where the End User Product (using Diamond Binding) was

responsible for providing the content. The graphic should link to the Dunn & Churchill website at (<http://www.dunnchurchill.com>).

3.2. Print and Plain Text

If the Content is plain text, or designed predominately for print, then the phrase “Powered by Dunn & Churchill Diamond Binding” and the address of Dunn & Churchill’s website (<http://www.dunnchurchill.com>) should appear prominently.

3.3. Other

If the End User Product is a part of a live demonstration, or used in the processing of a video or audio feed, or for some other purpose not explicitly identified, attribution should be provided clearly and prominently. If possible the website address (<http://www.dunnchurchill.com>) and either an Attribution Graphic, or the phrase “Powered by Dunn & Churchill Diamond Binding” should be presented clearly.

4. Attribution Terms and Conditions

You may only use the graphics provided by Dunn & Churchill (“Attribution Graphics”) for the purpose of attribution. As a part of this policy you agree to be bound by the following terms and conditions.

1. Your right to display the Attribution Graphics is limited to your End User Product, or Content in which the End User Product was used in the creation.
2. You may not remove, distort or alter any element of the Attribution Graphics or otherwise change the size or appearance of the Attribution Graphics in any way.
3. You may not display the Attribution Graphics in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by Dunn & Churchill, or that can be reasonably interpreted to suggest editorial content has been authored by, or represents the views or opinions of Dunn & Churchill or Dunn & Churchill employees. The Attribution Graphics should not be the most prominent element on your web page.
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