

## Data Use Policy: The Species Awareness Index

### Introduction

This document provides the terms of use for data from The Species Awareness Index (SAI), which is managed primarily by researchers at the Natural History Museum (NHM) and the Indicators & Assessments Unit at the Zoological Society of London (ZSL). Potential users must agree to these terms of use prior to accessing the data.

### Terms of use

1. The data are supplied only for non-commercial purposes for conservation, scientific analysis, or research.
2. The recipient of the data will provide a full and appropriate acknowledgement and citation in any materials or publications derived in part or in whole from the data, for the original SAI publication, the real-time SAI publication, and for the underlying Wikipedia data.
  - a. The preferred citation for the original SAI is "Millard, J.W., Gregory, R.D., Jones, K.E. and Freeman, R., 2021. The species awareness index as a conservation culturomics metric for public biodiversity awareness. *Conservation Biology*, 35(2), pp.472-482."
  - b. And for the real-time SAI please cite "Johnson, T.F., Cornford, R., Dove, S., Freeman, R. and Millard, J., 2023. Achieving real-time online monitoring for conservation culturomics. *Conservation Biology*".
3. For any publications making substantial use of the data, notification of the SAI team (as defined on the site 'About page') is required. The team welcomes the opportunity for coauthorship, collaboration, and comment prior to publication. Expressions of interest can be sent to [joseph.millard@nhm.ac.uk](mailto:joseph.millard@nhm.ac.uk)
4. The recipient will not pass the original datasets on to third parties and will direct all requests for use of the data back to [joseph.millard@nhm.ac.uk](mailto:joseph.millard@nhm.ac.uk)
5. The recipient will not publish the data in their original format, either whole or in part, on a website, FTP site, CD, memory stick or any other media. The recipient should provide a link to the original SAI citations and Wikipedia where appropriate.

### Disclaimer

Both ZSL and the NHM are not officially associated with the SAI. The material and geographic designations in this dataset do not imply the expressions of any opinion whatsoever on the part of the SAI team concerning the legal status of any country, territory, or area, nor concerning the delimitation of its frontiers or boundaries. The SAI team nor their affiliated or related entities or its content providers shall be responsible or liable to any person, firm or corporation for any loss, damage, injury, claim or liability of any kind or character based on or resulting from any information contained in the dataset. The SAI team may update or make changes to the data provided at any time without notice.

### Errors and omissions

The SAI team endeavours to maintain accurate and up-to-date data at all times, with an update released automatically each month. However, if errors or omissions are identified, the user should notify the team using the email below so that these errors can be corrected in future releases of the data.

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