

## **Mobile Mapping Terms**

Last updated 14 August 2015

To be read in accordance with the General Terms of Service, as supplied by Noggin.

### **1. INTENT**

Noggin shall provide one or more Mobile Mapping 'Devices' for use by the Customer. These devices shall record details about mobile phones in the area and report these back to Noggin for analysis and storage.

Noggin shall provide access via a secure online portal to reports detailing the data received.

Noggin shall provide weekly and monthly reports summarising the data received in the preceding period. Such reports shall be emails to addresses nominated by the Customer.

### **2. SECURITY**

Noggin shall use all reasonable measures at its disposal to ensure that the data it collects does not uniquely identify any individual.

The data received is available via public, unencrypted radio signals emitted by mobile phones.

Noggin shall aggregate this data and use it to provide broad measurements of the visitors to the specified area.

### **3. DATA RIGHTS**

The Customer shall be provided with access to view, share and download this aggregated data for its own purposes. It is also free to reuse this data for whichever purposes it chooses, with no further restriction.

Noggin shall be permitted to use summary and anonymised data only for the use of regional and national benchmarking services, research and other purposes.

Noggin shall not provide data to any third party which uniquely characterises the Customer or their area, without first obtaining the Customer's permission.

### **4. DEVICES**

The Mobile Mapping Devices (hereafter in this document 'Devices') are provided on a rental basis.

Initial fees are designed to cover the costs of providing, configuring and delivering the Devices to the Customer.

Noggin shall ordinarily provide the Devices by post/courier, and the Customer will be given instructions on how to install these items at locations of their choosing.

The Customer may instead opt for Noggin to investigate the preferred locations and install the Mobile Mapping Devices on their behalf, for which an additional fee may be charged.

Upon termination of this Agreement, the Customer shall return all Mobile Mapping Devices to Noggin.

The Devices are insured, and have been assembled from parts supplied by well-known suppliers of equipment with relevant safety, electronic and other conformance certification & practises.

The Customer is responsible for ensuring that the Devices are not accessible to members of the public, are secure and not likely to cause a trip or other hazard.

Should a device be damaged or stolen, the Customer shall be responsible for its replacement at market costs (£100 + VAT).