



Credibility In Media

CIM

Centre for Information about the Media

Not for profit organisation

English clarification of the Internal Regulations ⁽¹⁾

*(1) This document offers a non-legally binding English explanation of the Internal Regulation.
It is a draft translation offered only to help the understanding of the original CIM Internal Regulations that are published in Dutch and in French .*

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Article 1 – Amendment of the Internal Regulations

These Internal Regulations were approved by the Board of Directors of the Centre for Information about the Media (Non-Profit Organisation), abbreviated as “the CIM”, on 16/12/2024.

These Internal Regulations replace the text previously referred to as the “house rules”, which were last amended by the Extraordinary General Meeting of the members of the CIM on 24 March 2020.

In accordance with the provisions of Article 30 of the Articles of Association of the CIM, these Internal Regulations may be amended by the Board of Directors. Any amendment to the Internal Regulations shall be communicated to the members by e-mail in accordance with Articles 2:59 and 2:32 of the Belgian Code of Companies and Associations (WVV in Dutch, CSA in French).

An annex containing definitions of certain terminology used in the Articles of Association of the CIM and/or in these Internal Regulations is attached to these Internal Regulations.

Article 2 – Members

Art. 2.1 Admission conditions and commitment

In order to become a member of the CIM, one must belong to one of the following families:

- advertisers,
- advertising agencies and media agencies, hereinafter referred to as “the intermediaries”,
- media and media sales houses, hereinafter referred to as “the media”.

Both the members themselves, their directors and shareholders must have an impeccable reputation at the time of their application and throughout the entire duration of their membership.

The CIM is based on a partnership that reflects, and results from, the solidarity intentions of its members. The CIM exists through its members, for its members and thanks to its members. By applying for membership, the candidate endorses the objectives of the CIM and each candidate undertakes, as a member, to give priority and preference to any reasonable proposal that enables the objectives of the CIM, and to contribute as effectively as possible to the further development, usefulness and effectiveness of the association.

Art. 2.2 Register of members

The Board of Directors is responsible for maintaining the register of members of the CIM.

Change of address of members

Members are required to notify the Board of Directors of any change of address. All changes in the association’s membership must be recorded in the register of members within eight (8) days after notification thereof to the Board of Directors. The original register of members is kept at the registered office of the association. The Board of Directors may decide that the register be kept in electronic form.



Inspection

All members may consult the register of members at the registered office of the association.

Art. 2.3 Membership fees

The General Meeting determines the membership fee each year on the proposal of the Board of Directors.

It may also set reduced rates. At the time of drafting these Internal Regulations, reduced rates applied to:

- creative agencies linked by contract to a media agency that is already a member of the CIM,
- subsidiaries whose majority shareholding (50% + 1) is held by a company that is already a member of the CIM,
- self-employed persons linked via a service contract to a company that is already a member of the CIM.

Article 3 – Board of Directors

Art. 3.1 Categories

The Board of Directors of the CIM consists of a minimum of eight and a maximum of ten directors, and is composed of four (or five) directors elected from representatives of the Sell Side and four (or five) directors elected from representatives of the Buy Side, according to the structure below, whereby each box corresponds to a category:

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4 directors from the Sell Side

- 1 Read - 1 Vlaamse Nieuwsmedia / WEMEDIA / LaPresse.be
- 1 Watch - 1 VIA
- 1 Listen - 1 VIA
- 1 Out-of-Home - 1 AEA

4 directors from the Buy Side

- 2 Intermediaries - 2 ACC / UMA
- 2 Advertisers - 2 UBA

Art. 3.2 Amendment of categories

The list of categories included in the structure under the preceding article, and the number of representatives concerned, may be amended in accordance with the provisions of Article 24 of the Articles of Association of the CIM.



Art. 3.3 Candidacies

The Chair shall strive, in consultation with the members and the associations representing them, to bring together a number of candidates who can be presented to the General Meeting as a coherent and effective management team.

In addition to the requirement that there must be a numerical balance between directors representing the Buy Side and directors representing the Sell Side, the following criteria shall be taken into account:

- On the Sell Side, candidates shall be proposed in consultation with the Chair by the associations representing the four largest media (both online and offline). On the date of approval of these Internal Regulations, these are VIA for Watch & Listen, AEA for Out of Home, and WEMEDIA / LaPresse.be / Vlaamse Nieuwsmedia for Read.
- On the Buy Side, candidates shall be proposed in consultation with the Chair by the associations UBA and UMA.
- Efforts shall be made to attract / propose candidates who place the interest of the CIM above the interest of the members they represent.
- Candidates must be “fit and proper”, preferably with C-level positions within their own organisation, and with sufficient experience and determination to think along and decide in the interest of the CIM, and with the capacity to play a unifying role between the different members and member families of the CIM.
- Candidates must commit to attending at least 75% of the meetings of the Board of Directors and of the committees or commissions of which they would be members.

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It is up to the Chair to propose to the General Meeting the appointment of two additional directors (thus ten directors instead of eight) if he considers this necessary or useful in the interest of the association, taking into account, inter alia, a proper fulfilment of the above criteria or desired experience, language, a good mix of representatives of large and smaller members, a good mix of audiovisual and non audiovisual media, in order to avoid overrepresentation of one gender, etc. These two additional directors may also be appointed if developments occur whereby new actors on both the Buy Side and the Sell Side become or have become members with a significant impact on the ecosystem. When it is decided to propose two additional directors to the General Meeting, care shall be taken that one represents the Buy Side and one represents the Sell Side.

The aforementioned associations representing the Buy Side and the Sell Side shall communicate their candidates to the Chair at least six weeks prior to the General Meeting that is to appoint the Board of Directors or part thereof. The Chair and the proposing associations shall then jointly assess whether the above-mentioned criteria are met.

The convocation letter for a General Meeting that includes the election of directors as an agenda item shall contain the list of candidates, with a short CV of each candidate, and an indication for each candidate as to whether the candidate belongs to the Sell Side or the Buy Side.

Article 4 – Bureau and Committees

4.1 Bureau

The Board may establish a Bureau consisting of six (6) members. Except for the Chairman and the General Manager, members of the Bureau are appointed for a (renewable) period of 12 months and must either be members of the Board or represent a member of the association. Members of the Bureau must have functional expertise in one or more of the following domains:

- Human resources
- Finance & legal
- Product & media
- Trading & data
- Communication

The Bureau is composed as follows:

- the Chairman, who is a member by law,
- the General Manager,
- two members representing the Buy Side,
- two members representing the Sell Side.

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The Bureau provides operational support to the General Manager of the association, focusing on the above-mentioned domains.

The Bureau, among other things, proposes a decision tree to the Board, with clear rules regarding signature authority for human resources and contractual commitments of the CIM.

On proposal of the General Manager, the Bureau establishes Technical Committees.

The Bureau meets monthly. It will also meet whenever the Chairman or the General Manager deems it necessary. Except in the case of a potential conflict of interest, the Bureau meets under the chairmanship of the General Manager.

The Bureau may invite any person for consultation whose advice it deems useful.

4.2 Committees

4.2.1 Audit Committee

At the request of a director and with a majority of directors within the Board agreeing, the Board may establish an (ad hoc) Audit Committee, consisting of the Chairman and two members of the Board with the necessary expertise (one director from the Sell Side and one director from the Buy Side). The Audit Committee may, if necessary or useful to perform its duties, invite experts (internal or external) to advise the Committee.

If any member of the Audit Committee faces a conflict of interest, they must report it, and the Board will replace that member with another director (by the Vice-Chairman if it is the Chairman with a conflict).

An Audit Committee may be tasked with supporting the General Manager in contractual negotiations, overseeing and advising on potential conflicts of interest or other governance challenges, and coordinating assistance with legal files.

4.2.2 Nomination Committee

When the Board decides to establish an (ad hoc) Nomination Committee, it will consist of the Chairman and two members of the Board with the necessary expertise (one director from the Sell Side and one director from the Buy Side). The Nomination Committee may, if necessary or useful, invite experts (internal or external) to advise.

If any member of the Nomination Committee faces a conflict of interest, they must report it, and the Board will replace that member with another director (by the Vice Chairman if it is the Chairman with a conflict).

A Nomination Committee may advise on the selection and presentation of a Chairman and a General Manager to the Board, and in determining the remuneration of these persons.

4.2.3 Strategic Committees

4.2.3.1 Mission

A Strategic Committee is a forum where the Buy Side and Sell Side come together to define CIM strategy within the broad lines set by the Board and to find the right balance between what the CIM must and can do, between resources and results.

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It gathers insights to define market needs, including content analysis and marketing needs, insights into consumer journeys, and for media planning and trading.

It sets the scope and concrete objectives of studies and establishes priorities.

It determines the available budget for each study and makes arrangements regarding financing.

It evaluates proposals from Technical Committees and Taskforces regarding methods, use cases, and research budgets to achieve the objectives.

It establishes rules regarding access to study data, the type of results available, exploitation methods, and publication modalities.

It actively strives to reach consensus on all these aspects.

The Strategic Committee will prepare, for each study it oversees, regulations detailing permitted metrics, exploitation and publication modalities, access and financing rules of the study.

4.2.3.2 Types of Strategic Committees

The 'CrossMedia, Publishing and Digital' (CPD) Strategic Committee is a permanent strategic committee within the CIM (the "CPD Committee").



This CPD Committee ensures that CIM studies remain consumer-focused and adopt a sufficiently cross-media and digital approach.

It also evaluates vision notes and budget proposals from other Strategic Committees and may reject them if the focus is not respected or if there are insufficient synergies or conflicts with other strategic plans and the overall CIM budget. In that case, the involved Strategic Committee must prepare a new vision note and/or budget and resubmit it. The CPD Committee may not adjust the vision note or budget itself.

The CPD Committee is a representative reflection of the CIM's stakeholdership and is balanced between Buy and Sell Side. It includes at least all chairpersons of the various Strategic Committees of the CIM.

The Board may, on proposal of the General Manager, establish a Strategic Committee overseeing one or more currency studies.

This Committee performs all tasks expected from a Strategic Committee for the specific study or studies.

Each Strategic Committee is a representative reflection of the CIM stakeholdership and always includes at least representatives of the main funders of the specific currency study.

4.2.3.3 Operation of Strategic Committees

The General Manager appoints the Committee, and the composition is confirmed by the Board. If the Board does not confirm, the dossier returns to the General Manager, who submits a new proposal.

Committee members are appointed personally and must participate in debates and votes.

No proxy may be given to another member.

If a member cannot attend a meeting of the Strategic Committee, they may send a delegate. The delegate may attend the meeting but has no voting rights; they may express the absent member's position. Committee members are appointed for three years; mandates may be renewed. The General Manager may reorganize the Committee at any time, subject to Board confirmation. In that case, he must have the proposed amendment approved by the Board of Directors. If the Board of Directors does not approve the amended composition of a Strategic Committee, the file is returned to the General Manager, who then submits a new proposal to the Board of Directors.

The chairperson of the Technical Committee is invited to all meetings but has no voting rights.

The General Manager and other Permanent Structure members may also attend.

The chairperson and General Manager may invite external experts to participate without voting rights.

The agenda and number of meetings are determined by the General Manager according to Committee needs and general organisation.

The Strategic Committee regularly informs the Board of Directors about the development of its activities. Specifically, the Strategic Committee provides at least the following information for this purpose:

- At least every two years, it summarizes its vision in a memorandum. This overarching vision brings together market insights and needs and defines the mission, including the concrete objectives for each research project.
- The budget of each study, with at least annual review or reforecast.
- At least every two years, it also conducts an evaluation of the study and of its own functioning. This includes an analysis of the quality and relevance of the strategic vision and mission through an environmental analysis, including a stakeholder analysis, as well as an evaluation of the implementation of the vision and mission, with an analysis of effectiveness (whether the objectives have been achieved) and efficiency (whether the balance between resources and results is appropriate).
- For Requests for Proposals (RFPs) for new studies, the Strategic Committee provides a text outlining the strategic framework and develops a template that can be used for the evaluation and ranking of the proposals.

Decisions are generally by consensus. If a vote is required, decisions follow the principle of triple (3x) two-thirds (2/3) majority: within the Strategic Committee, and within Buy Side and Sell Side.

At the initiative of the CIM Chairman, the chair of a Strategic Committee may attend Bureau or Board meetings relating to their remit but has no decision-making power.

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4.3 Technical Committees and Taskforces

4.3.1 Mission

For each type of study, the Bureau may, where necessary and upon proposal by the General Manager, establish a Technical Committee. The Technical Committees may delegate part of their activities to Technical Task Forces, which are also established by the Bureau.

The Technical Committees and Task Forces are responsible for defining the technical modalities, such as developing the research design, delineating the use cases to be addressed, recommending possible metrics and exploitation methods, assessing and budgeting potential technical solutions, supporting the contracting of solution providers, and monitoring and reporting on project management.

4.3.2 Operation of Technical Committees and Taskforces

The General Manager appoints the members of the Committee, and the composition is confirmed by the Bureau. If the Bureau does not confirm the composition of a Technical Committee, the file is returned to the General Manager, who then submits a new proposal to the Bureau.

Each Committee is a representative reflection of the stakeholder landscape within the CIM and always includes at least representatives of the main funders of the specific currency study.



Committee members are appointed in a personal capacity and are required to participate in the deliberations and in the voting.

No proxy may be granted to another committee member.

If a committee member is unable to attend a meeting of a Technical Committee, he or she may appoint an observer. The designated observer may attend the meeting but does not have voting rights. The observer may, however, express the position of the absent committee member.

Committee members are appointed for a term of three years. Their mandate may be renewed. The General Manager may, however, reconstitute the Committee at any time.

In that case, the proposed amendment must be confirmed by the Bureau. If the Bureau does not confirm the amended composition of a Technical Committee, the file is returned to the General Manager, who then submits a new proposal to the Bureau. The General Manager and other members of the Permanent Structure may attend the meetings.

The Chair and the General Manager may invite experts from outside the Committee to participate in the deliberations, but without voting rights.

The agenda and the number of meetings are determined by the General Manager, based on the needs of the Committee and the overall organization.

The Technical Committee regularly informs the Strategic Committee about the progress of its activities. In concrete terms, this includes at least the provision of the following information:

- Continuous reporting on the implementation of the projects
- Annual or biennial assessment of the technical modalities, including models and use cases, with suggestions for optimization (where necessary based on the work of technical task forces)
- Recommendations regarding possible types of results and exploitation methods
- The technical framework in RFP documents.

Decisions of the Committee are, in principle, taken by consensus. If a vote is required, decisions shall be taken in accordance with the principle of a triple (3×) two-thirds (2/3) majority: within the Committee as a whole, within the Buy Side, and within the Sell Side.

At the initiative of the CIM Chair, the Chair of a Technical Committee may be invited to attend meetings of the Bureau or the Board of Directors that address matters relating to his or her mandate. However, he or she shall not have any decision-making power within the Bureau or the Board of Directors.

4.4 Procurement Committee

4.4.1 Mission

For purchasing a new currency or strategic study, the Board, on the General Manager's proposal, establishes a Procurement Committee.

It is responsible for awarding the study. To that end, the Procurement Committee shall rank the potential suppliers based on the price–quality ratio, on the basis of the recommendations of the relevant Strategic

Committee and the relevant Technical Committee. Where applicable, it shall determine the negotiation margin that may be agreed with the supplier(s), always within the broad guidelines set by the Board of Directors.

The Procurement Committee shall summarize and substantiate its decisions in a report to the Board of Directors.

4.4.2 Operation

The Procurement Committee is composed by the General Manager from a selection of members of the relevant Strategic Committee and the relevant Technical Committee and may be supplemented with other experts. The composition must be confirmed by the Board of Directors, with consensus on the Sell Side regarding its representatives and consensus on the Buy Side regarding its representatives. If the Board of Directors does not confirm the composition of the Procurement Committee, the file is returned to the General Manager, who then submits a new proposal to the Board of Directors.

Committee members are appointed in a personal capacity and are required to participate in the deliberations and in the voting. No proxy may be granted to another committee member.

The General Manager and other members of the Permanent Structure may attend the meetings.

Decisions of the Procurement Committee are, in principle, taken by consensus.

If a vote is required, decisions shall be taken in accordance with the principle of a triple (3x) two-thirds (2/3) majority: within the Committee as a whole, within the Buy Side, and within the Sell Side.

For voting on currency studies, each media party that contributes at least 10% to the financing of the study has one vote. The number of votes on the Sell Side is matched by an equal number of votes on the Buy Side.

The same approach applies to the procurement of strategic studies, except that there are always 12 votes: 6 for the Buy Side and 6 for the Sell Side (2 for digital and read, 1 for watch, 1 for listen, 1 for cinema, and 1 for out-of-home).

The Board of Directors must confirm the award made by the Procurement Committee. The Board of Directors may not amend the decision. In the event of non-approval, the Procurement Committee must reconsider the matter in order to reach a different decision.

4.5 Disputes

The members undertake, in the event that disputes or conflicts arise within the meaning of Article 33 of the Articles of Association, to seek a solution through dialogue.

4.5.1 General – Mediation and Dispute Committee

In the event of a dispute that does not fall under Article 4.5.2 below, and if dialogue between the parties involved does not lead to a solution, the Board of Directors, together with the General Manager, shall attempt to mediate. If the association, members of the Board of Directors, or the General Manager are themselves a party to the dispute, a recognized mediator shall be appointed by mutual agreement of the

parties involved.

If mediation also proves unsuccessful, the Board of Directors, at the proposal of the Chair or the General Manager, may constitute an ad hoc Dispute Committee.

Each Dispute Committee shall be chaired by an independent lawyer appointed by the Board of Directors, assisted by a number of assessors. Their number and required expertise shall be determined by the Board of Directors at the time the committee is constituted, taking into account the nature and scope of the dispute and the capacity of the parties involved.

The Board of Directors shall ensure at all times that the principles of impartiality, confidentiality, and the right of defence (including the right to be heard) are respected.

No appeal shall lie against the decision of the Dispute Committee.

If mediation also proves unsuccessful, the members accept that the dispute shall be finally resolved in accordance with the CEPANI Arbitration Rules, by one or more arbitrators appointed in accordance with those rules.

4.5.2 Specific – Breach of statutes or regulations – Sanctions

When a breach of the Articles of Association or the internal regulations is suspected or established, an interested party may lodge a complaint with the General Manager. The Permanent Structure may also initiate an infringement procedure on its own initiative.

The General Manager shall, together with the Permanent Structure, prepare a file to be submitted to the competent Strategic Committee, or, if there is no competent Strategic Committee, to the Board of Directors. The Strategic Committee, or, where applicable, the Board of Directors, may impose sanctions on a member, ranging from the publication of a correction by the offender, the publication of a correction on the CIM website, temporary non-publication of the offender's results, a warning, or a reprimand.

Only the Board of Directors may decide to temporarily suspend CIM services to the offender or to suspend the offender's membership temporarily. The competent Strategic Committee has the right to propose such sanctions to the Board of Directors, and the Board shall decide on that proposal at its next meeting, but not before giving the member an opportunity to be heard.

When a breach of a study regulation of a Strategic Committee is suspected or established, the procedure set out in that study regulation shall be followed, and the Strategic Committee may impose the sanctions provided for therein. If a study regulation does not provide a specific infringement procedure or specific sanctions, the procedure described in the preceding paragraph shall apply.

The Strategic Committees and the Board of Directors shall ensure that the rights of defence are respected at all times during the procedure: the member against whom a procedure is initiated shall be invited to be heard and has the right to submit a written defence. The member may be assisted and represented by a lawyer.

Any member who is sanctioned by a Strategic Committee has the right, under penalty of forfeiture, to appeal to the Board of Directors by registered letter within 14 calendar days following the day on which the sanction was communicated in writing.



Any member who is sanctioned by the Board of Directors has the right, under penalty of forfeiture, to appeal by notifying the Board of Directors within 14 calendar days following the day on which the sanction was communicated in writing that the member intends to submit the dispute to CEPANI, to be finally resolved under the CEPANI Arbitration Rules, by one or more arbitrators appointed in accordance with those rules. To be admissible, the request for arbitration must be filed with the CEPANI Secretariat within one month following the sending of the aforementioned registered letter.

Article 5 – Values and Code of Conduct

Art. 5.1 Respect for the values of the CIM

Members of the CIM accept that the CIM measures its operations against the following values, and will fully support the CIM in this:

1. The CIM will be consumer-centric.
2. The CIM will work co-creatively.
3. The CIM will be always on.
4. The CIM will create value for all stakeholders, tailored to the needs of the collective of those stakeholders.
5. The CIM will be open and inclusive.
6. The CIM will remain neutral and reliable, but will also contribute to guiding the local ecosystem.

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Art. 5.2 Respect for the CIM

Members of the CIM will avoid negative tones in their communication about the association and ensure that their communication externally does not harm the interests of the association.

Art. 5.3 Respect for the reference value of CIM figures

Each CIM member accepts the CIM reach data as Currency in its sector. The CIM figures regarding reach and related media parameters (such as coverage, market share, contacts, GRP, OTS, rating, listening time, visits, ...), and the corresponding sociodemographic profiles are accepted as the only reference values for all media studied by the CIM. Each CIM member will use the CIM reach studies loyally, respecting the published algorithms.

Art. 5.4 Respect for CIM figures

Each CIM member is free, outside the framework of the CIM, to organize or use any media research. However, each member will refrain from actions or publications that undermine the credibility of the CIM reach data. Each CIM member therefore accepts, regarding reach figures, related media measures (such as coverage, market share, contacts, GRP, OTS, rating, listening time, visits...), and socio-demographic profile data, the following publication rules:

a. Systematic and accurate referencing of figures.

Whenever CIM figures are used, the following must be mentioned:

“Source: CIM, the medium or the name of the study, the measurement period (or the publication date if only the modelling of existing data has been updated).”

E.g., Source: CIM TV study, 1/3 – 28/3 2019.

E.g., Source: CIM Internet, Jan 2019.

E.g., Source: CIM study Out-of-Home, 2019-1.

Whenever figures from alternative studies are used, the following must be mentioned:

“Estimated ‘parameter’ based on ‘Source, measurement method, period and sample size.’”

E.g., Estimated reach based on Institute X – online survey, 5/12 – 19/12 2019, n = 1,500.

E.g., Estimated rating based on Institute Y – diary, February 2019, n = 304.

E.g., Estimated profile% based on internal research – face-to-face survey, January 2019, n = 434.

b. Priority for CIM data.

If the latest CIM publication contains figures for an individual medium, all CIM members will use these figures, and not figures from alternative research, in their publications.

This general rule does not apply to:

- publications intended solely for internal use,
- scientific publications,
- publications for education,
- publication of additional media parameters not included in CIM publications,
- publication of identical media parameters for an unpublished time period (e.g., summer for press) or for an exceptional broadcast limited in time,
- publication of identical media parameters for a new medium measured in a CIM study whose publication is expected two or more months later,
- publication of media usage by a specific target group with fewer than 1,000 observations in an ad hoc CIM sample, or fewer than 500 in a CIM panel, if it is significantly better measured in the alternative study,
- publications where CIM data are used in non-CIM projects, following the procedure established by the Board on 06/12/2016,
- any publication for which prior approval from the CIM Bureau was obtained.

Nevertheless, even in these exceptional cases, no publication of alternative figures will take place within a blackout period of two weeks before and two weeks after an official CIM publication for studies without daily publication.

These publication rules apply to press releases, newsletters, advertisements, commercial presentations, and any other communication, regardless of its audience. A Strategic Committee may approve additional specific rules to be included in the regulations of a specific study.

c. Respect for comparability of data.

Each CIM member undertakes to compare media only based on the same study, and never to mix figures from different sources in one comparison.

The priority for CIM data also applies to the comparison of individual media. The only exception concerns situations where one or more major individual media are not included in the CIM publication, or where a market player not a member of the CIM uses an alternative study to compare itself with CIM members.

Art. 5.5 Respect for the methodology of CIM studies

Each member is responsible for public comments made by its employees regarding CIM studies and CIM results.

Doubts about the accuracy of data and questions about the study methodology are discussed internally within the CIM with the Permanent Structure and the competent Technical Committee. Each member may contact the Permanent Structure or the chair of the competent Technical Committee for this purpose. The Permanent Structure will respond to each question based on the subsequent consultation.

If a CIM publication contains an error, the CIM will publish corrected figures or, if that is not possible, communicate a methodological note on the origin and impact of the problem.

Article 6 – Study Budget

Any decision by the Board regarding the budget of a study must, in order to be approved, receive both:

- the majority approval of all present or represented Board members, and
- either:
 - unanimity of the present or represented members of the involved medium, in the case of a currency study,
 - two-thirds of the present or represented members in the case of a study affecting one or more categories in whole.

Article 7 – Financing

The membership fee paid by all members is part of the financing of the CIM, which also relies primarily on the principle of solidarity between media and intermediaries:

- Strategic studies are in principle financed 50% by the Buy Side and 50% by the Sell Side.
- Tactical studies are largely financed by the Sell Side, with a contribution by the Buy Side, depending on the specific study. The exact financing of a tactical study (including determination of specific contributions) is set by the Strategic Committee.
- For mixed studies, which have both a strategic and a tactical component, the Buy Side and Sell Side make arrangements within the CPD Committee.
- The operation of the Permanent Structure is financed 50% by the Buy Side and 50% by the Sell Side.



Further financing details will, depending on the nature of the cost, be discussed and established in financial regulations by the Strategic Committee.

Article 8 – Access to Data – Use and Protection of Data

Art. 8.1 Members

Membership of the CIM does not automatically grant access to data provided by the CIM.

Access to the data of a study is reserved for members who have paid their share of the costs, according to the principles mentioned in Article 7 and the financial regulations implementing them, and who undertake to respect the terms of use of the studies.

The use of this data is subject to confidentiality rules, as described in Article 9.

For certain studies, subscribers have access to data via exploitation software, for which additional fees are charged.

Art. 8.2 Non-members

Non-members may gain access to CIM data if the Board has given permission and agreed with the type of data to be provided.

The Permanent Structure develops rates and conditions for categories of non-members, based on FRAND conditions, which are approved by the Bureau.

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Article 9 – Data Confidentiality

Art. 9.1 Objective

In accordance with Article 32 of the CIM Statutes, data, publications, and studies provided by the CIM to members in the context of its various missions remain its exclusive property and are confidential.

Each CIM member undertakes to comply with the confidential nature of this data according to the modalities set out in these regulations.

Art. 9.2 Confidential Information

“Confidential information” means all information, in any form (oral, written, graphic, electronic, etc.), provided in the context of the publication of study results/data.

This confidentiality does not apply if the CIM member can prove that the confidential information:

- was publicly available before or after its disclosure, provided this did not result from an error attributable to the member;
- was legally obtained from a third party not bound by confidentiality or professional secrecy;

- was already known to the member, which he must be able to prove with appropriate documentation;
- was independently developed by the member, without violating these regulations, and this autonomous development can be clearly documented and verified.

Art. 9.3 Obligations

Each CIM member undertakes to:

- use the confidential information only for the purposes of its activity, without trading with it. Not considered trading: any form of financial intervention requested by clients for specific processing or analyses;
- use the confidential information solely for its own account, without transferring it to third parties, unless internal needs require it;
- grant access to confidential information only to personnel who must be informed to evaluate its content;
- include a confidentiality clause in the employment contract of all employees with access to CIM-provided confidential information;
- include a confidentiality clause in agreements with subcontractors;
- copy CIM-provided confidential information only when strictly necessary;
- immediately notify the CIM if it detects or suspects that confidential information has been disseminated to unauthorized persons;
- return all confidential information, including copies, in any medium (paper, IT, etc.), to the CIM upon simple request.

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Each CIM member explicitly acknowledges that the confidentiality obligation is an essential condition of membership, as non-compliance may cause significant damage to the CIM.

In case of doubt about the scope of confidentiality or other modalities established in these regulations, the member must seek advice from the CIM Bureau before taking any action.

Art. 9.4 Special modalities for certain types of data

The Strategic Committee, assisted by the relevant Technical Committees, determines special modalities for the above obligations depending on, among other things, the type of data provided by the CIM, and always within the general framework set by the Board.

These modalities concern, among other things, access to data, the type of processing allowed, and validation of software for data processing. They are specified in the regulations of each study approved by the Strategic Committee. These regulations will be accessible on the association's website. Strategic Committees may also set an embargo period determining when a CIM member may use and/or share the data. Members are informed of these deadlines by the Permanent Structure or with the data publication.



For some studies, the CIM provides two types of data files, called A and B. Members with access to A files may not disclose them, wholly or partially, to third parties.

Art. 9.5 Forced disclosure of confidential data

Whenever a CIM member is required by a government or otherwise to disclose, wholly or partially, the confidential data in its possession, it must immediately notify the CIM in writing, allowing the CIM to take any judicial or extrajudicial protective measures it deems appropriate.

In any case, the CIM Member shall limit the disclosure to strictly necessary confidential information only. The Member shall also inform the competent authorities, to whom the data have been disclosed, of their confidential nature.

Article 10 – Role of the CIM in relation to institutes conducting studies

By subscribing to a CIM study, the member agrees that the CIM enters into an agreement with the institute that will conduct the study on behalf of the CIM. The CIM is the contracting party in the agreement with the institute. Members who have subscribed to a CIM study have no contractual rights or obligations toward the institute conducting the study.

If a member feels disadvantaged in the context of a study or wishes to file a complaint, it will first contact the General Manager, and the issue will be discussed in the competent Technical Committee. If the Technical Committee decides that action against an institute is appropriate, the file will be submitted to the Strategic Committee, and any decision to proceed must be confirmed by the Board.

If the CIM reaches an agreement or amicable settlement with the institute, discussed and approved within the CIM bodies, members must comply with all provisions and may not take individual action against the institute contrary to these provisions.

If the CIM fails to amicably resolve the issue with the institute, members are free to take action against the institute themselves.

The CIM, whose role is limited to designing and monitoring the execution of studies, cannot be held responsible for any errors made by the institute commissioned to conduct the study.