



- [home](#)
- [news](#)
- [content zones](#)
- [about warc](#)
- [my warc](#)
- [warc store](#)

Quick Links

- [Introduction](#)
- [Our Privacy Policy](#)
- [Restrictions On Use Of Materials](#)
- [WARC Trademarks](#)
- [Trademark Notice](#)
- [Disclaimer & Limitation Of Liability](#)
- [Force Majeure](#)
- [Assignment](#)
- [Invalidity](#)
- [Links](#)
- [Termination](#)
- [Jurisdiction and Validity](#)
- [Contact Details](#)

Terms & Conditions

PLEASE READ THE FOLLOWING CAREFULLY.

Welcome to the Warc website. We ask that all the visitors to and subscribers (users) of www.warc.com on the World Wide Web (the 'Site') adhere to our terms and conditions (Terms).

The Terms below apply for all visitors to and Company subscribers of www.warc.com To view the Warc Academic License Agreement, [click here](#).

Please check these terms periodically for changes. By accessing the Site at www.warc.com, you indicate your acknowledgement and acceptance of these terms and conditions (including any changes). This is a legally binding agreement.

1. Introduction

This site is owned and operated by the Warc. As a user (whether trialist or subscriber), you will be able to access material on most areas of the Site, having completed the registration process. Certain areas of the site may only be open to you if you are a full subscriber or will only be available for a limited period of time.

Any time limit applying to your access and use of the Site will be set out in the terms of the trial offer or your subscriber agreement. However, Warc reserves the right to suspend or terminate your access and use of the site at any time, and may exercise this right with or without notice.

[Back to top](#)

2. Our Privacy Policy

Warc respects the privacy of our on-line visitors. Warc only gathers personally identifiable data, such as names, addresses, e-mail addresses, etc. when voluntarily submitted by the visitor. Warc and its divisions or subsidiaries may use this information for promotional purposes, and your details may be passed to other companies who wish to communicate relevant offers related to your business to you, unless you have opted out from receiving promotional mailings.

[Back to top](#)

3. Restrictions On Use Of Materials

3.1 All material on the Site and messages by email (Warc News, Warc Alerts) belong to Warc. You may retrieve and display content from the site on a computer screen, print individual pages on paper (but not photocopy them) and store such pages in electronic form on disk (but not on a server or any other storage device connected to a network) for your personal, non-commercial use. You may only display and view video material on the Site, but not retrieve, display or store such material away from it.

3.2 Except as expressly set out in 3.1, you may not reproduce, republish, post, transmit, upload, modify or in any way commercially exploit any of the Content (as print or in electronic form). Information may be used as source material having given full credit to Warc as the source including the trademark and copyright notice. Copyright notice in the form:

© 2009 Copyright and database rights owned by Warc.

must appear in every copy or reproduction of such Warc materials. Modification of the materials or use of the materials for any other purpose is a violation of Warc's copyright and other proprietary rights.

3.3 The database of material contained on Warc may not be downloaded in its entirety, nor may any user create a database in electronic or structured manual form by systematically downloading and storing any or all of the content.

3.4 It is expressly forbidden for nominated users at the Licensee's authorised offices to use the site to service information requests on behalf of other offices in its organization that do not hold a separate license to use www.warc.com

[Back to top](#)

4. Warc Trademarks

Unless otherwise stated, all trademarks, service marks, and trade names are proprietary to Warc. These include Warc, warc.com, Warc News, Admap and Market Leader.

[Back to top](#)

5. Trademark Notice

This Site may contain trademarks, copyrights and other intellectual property rights of third parties. All such rights are proprietary to their respective owners. Users are prohibited by law and these conditions from modifying, copying, distributing, transmitting, displaying, publishing, selling, licensing, creating derivative works or using any content on this Site for commercial or public purposes. Except as specifically permitted in accordance with the terms and conditions governing use of this Site, any use of such trademarks or tradenames is strictly prohibited without the express written permission of these owners.

[Back to top](#)

6. Disclaimer and Limitation Of Liability

6.1 The user/visitor expressly acknowledges and agrees that the Site is provided subject to the disclaimers and limitations of liability set out in these Terms & Conditions, and agrees to be bound by them.

6.2 Warc relies on the World Wide Web for the delivery of the Site to subscribers and without limiting the foregoing whilst Warc will use reasonable efforts to minimise delays and interruptions in the delivery and/or updating of the Site, Warc will not be liable to subscribers in any manner whatsoever for any consequences of such delay or interruption.

6.3 Every user who visits this Site does so at his or her own risk. The materials in this Site are provided "as is" and without warranties of any kind either express or implied including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose, title, non-infringement, security or accuracy. Warc, nor any other party involved in the creation, production or delivery of this Site or whose materials or information appear in this Site, will not be liable for any damages or injury caused by, including but not limited to, any failure of performance, error, omission, interruption, defect, delay in operation of transmission, computer virus, line failure, technical inaccuracies, typographical errors or the inability to use the materials in this Site, even if there is negligence on Warc's part or an authorized Warc representative has been advised of the possibility of such damages, or both.

6.4 Warc may discontinue the Site or any part immediately if the provider of the material contained on the Site, or any part, withdraws or limits the licence or authority of Warc to include such material on the Site.

6.5 The above limitation or exclusion may not apply to you to the extent that applicable law may not allow the limitation or exclusion of liability for incidental or consequential damages. In that event, Warc's total liability to you for all losses, damages, and causes of action (in contract, tort, including without limitation, negligence, or otherwise) will not be greater than the amount you paid to access this Site.

[Back to top](#)

7. Force Majeure

Failure or delay by Warc in performing its obligations under this Agreement as a result of circumstances outside Warc's reasonable control shall not constitute a breach of this Agreement. Warc shall, as soon as conditions return to normal, take all reasonable steps to rectify the failure or delay at the earliest opportunity. Notwithstanding the foregoing, if such event of force majeure continues for more than thirty (30) days, the Licensee shall be entitled to terminate this Agreement.

[Back to top](#)

8. Assignment

You may not assign, sub-license or otherwise transfer any of your rights or obligations under these Terms.

[Back to top](#)

9. Invalidity

If any provision of these Terms is found to be invalid by any court having competent jurisdiction, the invalidity of that provision will not affect the validity of the remaining provisions of these Terms, which remain in full force and effect. Headings in these Terms are for convenience only and will have no legal meaning or effect.

[Back to top](#)

10. Links

10.1 Warc is not responsible and assumes no responsibility for the contents of any non-Warc linked Internet website, or for any potential damage arising out of or in connection with the use of any such link. The Internet websites to which links are provided in this Site are not under the control of Warc. Access to any other Internet sites linked to the Site is at the user's own risk.

10.2 In addition, the existence of a link between this Site and any other Internet website is not and shall not be understood to be an endorsement by Warc of any material, substance, information or the owner or proprietor of the linked Internet website, or of the site's privacy policies, and such link shall not imply nor create any relationship nor endorsement between Warc and the owner or proprietor of such linked website.

[Back to top](#)

11. Termination

Warc may cancel or withdraw access to the Site and without notice at any time and may amend

or terminate these terms for any reason.

Warc reserves the right to block access from any user who is making downloads from the Site in a manner that Warc deems to be unauthorised or suspicious. This includes: users downloading more than 50 papers within one week, users making sequential downloads from an index category and users who do not complete a registration form or complete it with false details

[Back to top](#)

12. Jurisdiction and Validity

These terms shall be governed by and construed in accordance with the laws of the United Kingdom, regardless of where the user is based. You agree that any action at law or in equity arising out of or relating to these terms shall be filed only in the United Kingdom, and you hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.

[Back to top](#)

13. Contact Details & Company Registration

Warc Ltd. An Information Sciences Company. Registered in England no. 3383627. Registered Office: Warc Ltd. |1 Ivory Square, Plantation Wharf, London, United Kingdom, SW11 3UE|Tel: +44 (0)207 326 8600, Fax: +44 (0)207 326 8601. Please use these details for all correspondence.

[Back to top](#)

IF YOU DO NOT ACCEPT THESE TERMS AND CONDITIONS – DO NOT USE THE SITE.

Last Updated: September 2009