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# Data Attribution

1 January 2023

HxGN Content Program data purchases require the acceptance of the [Acceptable Use Policy \(AUP\)](#) and the [End User Access Agreement \(EUAA\)](#), which describe the allowed use of the HxGN Content Program data.

All public uses of data from the HxGN Content Program must provide attribution to Hexagon and, if applicable, to our data partners. We require attribution where data is displayed publicly, and we do not approve the public use of data without proper attribution.

We provide two options for attribution: logo and text attribution. Please follow these guidelines to ensure you are properly crediting Hexagon and our third-party data partners.

Text attribution is required for the following public-facing usage:

- Web, desktop, and mobile apps using imagery as a backdrop.

Either a logo or text attribution may be used for the following public-facing usage:

- Printed or digital materials including social media, books, periodicals, business documents, presentations, advertisements, and promotional materials.
- Videos for educational, instructional, promotional, commercial, or entertainment purposes.

## Text Attribution

The following attribution text must be placed in close proximity to the imagery: Imagery © 2023 Hexagon and [data partners](#).

Example:



Imagery © 2023 Hexagon and [data partners](#).

## Logo Attribution

The Hexagon logo watermark should be placed in one corner of the imagery to properly credit Hexagon. You may omit the logo if attribution text is used. You can [download the logo watermark here](#).

Example:

