



## EXTERNAL USAGE GUIDELINES

When using or referencing Reviewers' Choice in promotional materials, you must include a link to the published infographic to provide the full and proper context.

Except in digital media with character limitations, the following disclaimer MUST appear with any/all Reviewers' Choice reference(s) and graphic use:

- » Reviewers' Choice scores and graphics are derived from individual end-user reviews based on their own experiences; they do not represent the views of Gartner or its affiliates.

You may display the Reviewers' Choice graphics on your company's website, social channels and in promotional materials as long as the usage complies with the following:

- » The graphic must appear in its entirety and presented exactly as the original. No edits or changes to badges or the infographic are allowed.
- » The graphic must link directly to the published infographic.
- » The above disclaimer is used except in digital media with character limitations.

You may not compare your product's position or scores against any other provider, or use Reviewers' Choice content to criticize a competitor.

The Reviewers' Choice designation may not be referred to as an award.

Reviewers' Choice content is derived from end-user product reviews collected from submissions to all three Gartner Digital Markets Sites ([softwareadvice.com](https://softwareadvice.com), [capterra.com](https://capterra.com) and [getapp.com](https://getapp.com)). Therefore you may not imply that Reviewers' Choice is the result of Gartner Research evaluation.