

Third-Party Publisher Display Guidelines

1. Display the listing agent/firm branding and contact information, including phone number and a “non-scrapable” email address, and broker information on the listing detail page above and more prominently than any non-listing agent/firm information, at no cost to the ACTRIS MLS subscriber.
2. Provide a prominent link to the listing broker, agent, and/or MLS website property detail page associated with the ACTRIS content. Note that the link must appear in a fashion easily interpreted by search engines (e.g. Listing Data Provided by ACTRIS), be easy for search engines to follow and be followed directly without any redirects. The link must NOT have a rel=“nofollow” attribute or be traversed by the execution of JavaScript. The page containing the link must NOT have a meta robots tag indicating “nofollow.”
3. Maintain a process for ensuring data accuracy, updating or removing data as appropriate, at least daily, including an accurate and conspicuous display of the original source of the data and the date the listing data was last confirmed and updated.
4. Display ACTRIS content listing information in preference over any version of the same listing and remove duplicate listings from display at least every three days (ACTRIS MLS property listings must “trump” listing information for the same property from other sources and duplicate listings for the same property must be promptly removed). This does not, however, prevent supplemental sources as long as such supplemental information is accurate, not misleading (in most instances, clearly identified statements of opinion would not be considered misleading), and creates no confusion as to the source of the information.
5. Provide reasonable, industry standard mechanisms to prevent screen scraping and misuse of the listing data (subject to approval by ACTRIS MLS), with the understanding that some listing information must be exposed to search engines.
6. Maintain a means, e.g. email address, telephone number, etc., to receive comments from users about the accuracy of any information that is displayed, and publisher shall correct or remove any inaccurate information relating to a specific property within 48 hours following receipt of such communication.
7. Purge all ACTRIS content, including all data fields, photos, virtual tours, as well as all other media associated with such content from publisher’s database, when it is no longer contained in the ACTRIS MLS.
8. Provide listing performance metrics for display to ACTRIS MLS subscribers, which shall include statistics, click-through counts for each listing, inquiries, and IP address locations.
9. Display advertising remarks with the display of each listing and comply with Texas Real Estate Commission rules regarding advertising by licensees.

Publishers shall NOT:

1. Market, license, distribute, transfer, or otherwise exploit the ACTRIS content unless expressly agreed upon by the ACTRIS MLS.
2. Sell, lend, rent, give, assign, transfer or dispose of the ACTRIS content unless expressly agreed upon by the ACTRIS MLS.
3. Remove, obscure or alter any notice of copyright, trademark or proprietary right included with, appearing on, or required to appear on ACTRIS. Additionally, the publisher shall receive no intellectual property rights under its agreement to receive data.
4. Syndicate listings to other websites without informing the subscriber or participant, which entails obtaining written consent (syndication, for purposes of this guideline, is defined as distribution

- of ACTRIS content to a website where the publisher does not have complete control over the display of the listings).
5. Sub-license, power, or display listings to other websites without informing the subscriber or participant. If sub-licensing, publisher must have instant, complete control over the display of the listings so that they are modified or deleted on the other websites when they are modified or removed on the publisher's website.
 6. Display listings or any portion of ACTRIS content when they are no longer contained in the feed of ACTRIS content.
 7. Display a scrapable email address of the listing agent or broker.
 8. Create or display any derivative works using any portion of the ACTRIS content without the express written consent of the ACTRIS MLS.
 9. Include or display automated valuations associated with ACTRIS content if the broker has indicated the seller has instructed the broker to not display AVMs on their property while it is being actively marketed.
 10. Solicit sold data on ACTRIS MLS listings from participants or subscribers.

ACTRIS Data Distribution Policy

When negotiating content display agreements on behalf of ACTRIS brokers, ACTRIS will utilize the Third-Party Publisher Contractual Requirements to attain the highest possible member benefit for the display of content. All display content agreements will be approved by the ACTRIS Advisory Group and/or Board of Directors. The display terms of all display agreements negotiated by ACTRIS are to be posted/available for member review. ACTRIS does not require brokers to utilize the agreements negotiated by ACTRIS in order to display broker content on any portal; nor will ACTRIS require brokers to utilize ACTRIS distribution to deliver content to portals that have agreements with ACTRIS. ACTRIS will not limit broker "tool-of-choice" for broker directed content distribution.