

General License Terms for Use of Open Source Dataset

1. General

1.1 Ekstra Bladet / JP/Politikens Hus A/S ("Ekstra Bladet") holds all rights to the material contained in the dataset ("Dataset") which is made available by Ekstra Bladet for research purposes in accordance with these general license terms ("License Terms"). It is a condition for accessing the Dataset that the user ("User") provides their name, email address, and information about organizational affiliation. The User is then granted a non-exclusive, limited license to the Dataset pursuant to the License Terms set out below. Ekstra Bladet retains and reserves all rights to the Dataset, both intellectual and other rights, and the User accepts that any use and further exploitation will be in accordance with these license terms. The Dataset may only be used for research purposes. Any commercial exploitation, including the results of the research, is considered to be in violation of these License Terms.

2. Content of the Dataset

2.1 The Dataset consists of a large amount of anonymized consumption data collected on ekstrabladet.dk during a period of 6 weeks. The Dataset is made available in a machine-readable format and includes relevant metadata from the articles read during the period as well as the articles' titles, subtitles, and body text. The Dataset does not include photos and bylines.

2.2 Along with the Dataset, an evaluation framework for recommender systems for news is released, which includes both 1) traditional evaluation metrics focused on click-through rates, and 2) metrics for so-called "beyond accuracy objectives" that describe aspects of recommender systems' performance that are particularly relevant for news media.

3. Duration of the License

3.1 The Dataset is made available for research purposes for a period of up to 6 years. Afterwards, the User is obligated to arrange for the deletion of the Dataset in the User's IT environment.

4. User's Rights and Responsibilities

4.1 The Dataset may only be used when it has been downloaded from a server controlled by Ekstra Bladet and upon prior acceptance of these License Terms. By accepting these License Terms, the User guarantees that the Dataset will only be used for research purposes.

4.2 Once the Dataset has been downloaded in accordance with the above, the User is granted a non-exclusive and non-transferable right to use the Dataset for non-commercial purposes for research, including analysis and testing. The User is also entitled to publish their results to the extent that the results do not contain exact parts of the Dataset.

4.3 The User may not copy the Dataset, other than what is associated with downloading the Dataset from a server controlled by Ekstra Bladet to the User's own IT environment.

4.4 The right of use covers only the User's own or their employees' use of the Dataset on the User's own IT infrastructure. The User is responsible for their employees' compliance with these License Terms.

4.5 The User may only exploit the license right for research in their own company and may not transfer it to a third party for commercial or other exploitation.

4.6 The User may use the Dataset for the development of and to obtain results from recommender systems but is not entitled to use the Dataset for other purposes and derivative products, e.g., for training of language models.

4.7 The User is not entitled to break or modify any security codes in the Dataset.

4.8 The User has no right to use Ekstra Bladet's or JP/Politikens Hus A/S's logos, trademarks, or other business identifiers, in connection with the User's possible publication of results.

4.9 The Dataset and/or results derived from the Dataset may not be used for misleading or illegal purposes.

4.10 The User may under no circumstances attempt to de-anonymize users in the dataset.

5. Ekstra Bladet's Rights and Responsibilities

5.1 The Dataset is provided by Ekstra Bladet "as is", and Ekstra Bladet is not obligated to provide the User with any form of support in connection with the User's subsequent use of the Dataset.

5.2 Ekstra Bladet guarantees that the data included in the Dataset does not infringe any third party rights, and thus can be legally downloaded and used by the User for the purposes described in these License Terms.

5.3 To the extent that Ekstra Bladet is granted access to the User's results, including through the User's publication thereof or by the User's submission of their results to Ekstra Bladet, Ekstra Bladet acquires unrestricted and cost-free rights to use such results for both commercial and non-commercial purposes.

6. Termination

6.1 Upon the termination of the User's license to the Dataset, regardless of the reason, the User is obligated to arrange for the deletion of the Dataset in its entirety from the User's IT environment.

6.2 The User shall be able to document that the Dataset has been deleted upon Ekstra Bladet's request.

7. Breach and Compensation

7.1 In the event of the User's breach of these License Terms, the User shall, after written demand from Ekstra Bladet, have a period of 5 days to cease the breach.

7.2 If the User has not remedied the breach after the expiration of the above-mentioned period, Ekstra Bladet may terminate the User's license to the Dataset with immediate effect, without further notice.

7.3 Ekstra Bladet may, after written notice to the User, terminate the User's license to the Dataset with immediate effect, in the event of the User's significant breach of these License Terms. A significant breach includes, but is not limited to, the User's use of the Dataset for misleading or illegal purposes.

7.4 If the User violates these License Terms, the User may be liable for damages according to the general rules of Danish law.

7.5 The User shall indemnify Ekstra Bladet for any claim that may be brought against the User, which arises from the User's failure or inadequate performance of their obligations under these License Terms and/or any other applicable legislation at any time.

7.6 Under no circumstances can Ekstra Bladet be held liable for any loss, either direct or indirect, that the User may suffer in connection with their use of the Dataset.

7.7 Termination of the User's license to the Dataset, regardless of the reason, does not result in the forfeiture of any of Ekstra Bladet's potential claims against the User.

8. Governing Law and Jurisdiction

8.1 Any dispute arising from the License Terms shall be governed by Danish law and shall be settled by the Copenhagen City Court as the court of first instance."