

Updated Gartner Policy on Unsolicited Surveys of Our Experts

This policy change applies to all unsolicited surveys, including perception surveys or sentiment surveys.

What is the change?

Effective as of this notice, Gartner will no longer accept unsolicited surveys of our experts.

What is the reason for the change?

Gartner's perspective about market level competitive landscape insight is accessible through our published research and expert inquiry.

However, Gartner is not able to provide expert individual impressions or sentiment about a company vs another as a matter of fairness and to prevent any perception of undue influence or subjectivity of our experts and thought leadership.

What happens if I requested a survey that predates this change?

We will process pending requests that were received before today, August 5th.

FAQs

- *Can I send the survey in as an inquiry for a written response?*
 - No. Written responses are substitutes for inquiry calls, so the same standards apply. With written inquiry, the expert is answering one or two questions that need context and explanation. If there is a list of survey-style questions, especially if directed to multiple experts, that will be rejected for written responses.
- *Can I email the expert directly?*
 - No. Experts have been directly informed about this policy change.
- *My third-party firm has been doing this for me for years. Can they use my inquiry services to continue to gather this information?*
 - No. The inquiry service associated with your employee's Gartner seat is for their individual use only to help them achieve your company's mission critical priorities.