

Desktop API (Excel Add-In) Guidelines

Bloomberg Product Oversight

Overview

The Bloomberg Desktop API (the "API") is a part of the BLOOMBERG PROFESSIONAL® service (the "Terminal"). It allows users to download the same high quality, timely data they rely on within the Terminal environment for use with desktop applications on their local PC. You can contact Bloomberg for information on the functions for downloading data from the Terminal.

The goal of these conversations is to understand the workflow to ensure that you are utilizing the appropriate products to meet your workflow needs. This process also aims to reduce any future process interruptions.

Use of the API data is subject to certain restrictions as specified in the Bloomberg Agreement and the Datafeed Addendum (together the "Agreement"). This document is designed to summarize these usage restrictions.

Data Dissemination

The fundamental rule governing your use of data downloaded via the API is that the data cannot leave the local PC you use to access the Bloomberg terminal.

This means that no data (whether raw or derived) should be disseminated from the Local PC you use to access the Terminal.

As an exception to this rule, however, Bloomberg allows you to use and disseminate a 'Limited Amount' of data from the API in the ordinary course of your company's primary business (study and research). You can disseminate a limited amount of the information, reformatted information and derived information in published documents and reports, whether in print or electronic form, to support the company's primary business (study and research). When doing this, you must always give appropriate attribution to Bloomberg (see *).

Note that Bloomberg subscribers must comply with all restrictions on use required by providers of exchange data and other third party contributors. Additional consents from these providers may be required for the use and dissemination of data and information.

Some common 'Limited Amount' examples are:

- Three graphs containing Bloomberg data used in a quarterly .pdf research report created by an asset manager and distributed to its advisory clients.
- A chart containing Bloomberg data used by a broker-dealer in a research report to its clients.

In addition, certain Terminal functions are designed to facilitate sharing and don't include proprietary market data. For example, within a news story on the Terminal, there is a button that allows users to send the story to someone else (via email). Since this function is designed to allow sharing and the content is designed to be shared (news), it's allowed.

(*) Bloomberg's requested attribution for permitted use of derived or reformatted data is: "Source: Bloomberg Finance L.P.". In the case of screen-prints, the Bloomberg copyright language contained in any such screen-prints (lower right-hand corner) must be retained, and the attribution language "Used with permission of Bloomberg Finance L.P." must be noted adjacent to each use.

Below are examples of *impermissible* data dissemination:

(1) Feeding data from the Local PC to an application (server-based, proprietary, or 3rd party system

(Advent, GP3, etc.)) located off the Local PC.

(2) Using a manual method to take data from the Local PC (including via e-mail or portable memory stick, etc.) and pass it to other computers or servers.

(3) Downloading data from a shared Terminal subscription (located on a PC away from your workstation), saving the file in a shared directory accessible by other PCs, and then accessing that file from another workstation.

(4) Excessive printing of screens (example: HP<go>, DES<go>) which can be used for archiving, correcting databases, and distribution.

(5) Extracting information from CACT<go> and/or CACS<go> to identify overnight changes for database maintenance.

Automated Data Validation

Use of the Terminal to *improve the quality of data* sold or contributed by you to another party is never permitted. Use of the Terminal for *automated data validation* is also not permitted, but Bloomberg makes available additional products for use in this space via its Enterprise Solutions unit. For this reason, and to protect the rights of its third-party suppliers, Bloomberg reserves the right to prohibit uses of Bloomberg-sourced information (including reformatted or derived data) that could compete with our business, products or services.

Conclusion

The Terminal is a sophisticated tool that supports a wide range of uses. Use of the Terminal (or the API) in an impermissible manner represents a breach of the agreement with Bloomberg. The Bloomberg Product Oversight team is available to answer questions about use cases. For Frequently Asked Questions See DAPI<GO>12<GO>.

For additional information, or for any questions, please contact the library.

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