Home Improvement Research Institute (HIRI)

Publication & Usage Guidelines

Permitted Internal Use:

Members may freely utilize any and all HIRI resources for internal purposes, without limitation, provided HIRI is properly cited as the source. Permitted internal analyses can include demographic, product category, channel, and overall market data, or any other information found within HIRI resources.

Permitted External Use:

For Members:

Members may publicly reference HIRI data in:

- Presentations (oral or written)
- Articles or editorials (limited to 2 pages or 1,000 words per study)
- Social media posts and blogs (must include a direct link to www.hiri.org)
- Marketing materials and summary documentation

Members do not need prior permission for external use, provided they strictly adhere to the rules outlined in this document. All external uses must clearly attribute HIRI as the source and specify the report title.

For Non-Members:

Non-members must formally request permission to use any HIRI information. No HIRI data, summaries, or references may be published externally by non-members without explicit written approval from HIRI. Additionally, any approved external use by non-members must include a clear inline citation to HIRI as the data source within the published material. All published information must be reviewed and approved by HIRI before external dissemination.

Limitations

Only summary-level data representing the total study sample can be shared publicly. Summary-level data is defined as aggregate data without detailed segmentation or subgroup analysis.

Product category-level data is allowed for external use; however, specific product-level data must not be shared publicly.

Oral presentations, webinars, and handouts must comply with the same guidelines as written documents.

Prohibited Use

Do not republish, redistribute, or externally share entire HIRI reports, full datasets, or any non-summary data without explicit written approval from HIRI.

Do not use HIRI data as a sole external data source unless all guidelines, including proper attribution and approval for public use, are strictly followed.

Do not publicly disclose detailed data that goes beyond approved summary-level or product category-level information; segmentation, subgroup, or specific product-level data are strictly prohibited for external publication.

Do not share or distribute HIRI research, data, or summaries with non-members unless you have received permission and complied with all citation and review requirements.

Do not bypass established HIRI review and approval processes for any external presentations, handouts, or published materials that reference HIRI data.

Copyright Notice

All HIRI research remains the intellectual property of the Home Improvement Research Institute. Any use of research must include the following attribution format:

"Source: Home Improvement Research Institute (HIRI), [Report Name], [Year]."

HIRI research may not be used to train, fine-tune, or otherwise contribute to artificial intelligence systems or large language models (LLMs) without explicit written consent from HIRI. This includes uploading HIRI reports into AI tools in ways that may result in model learning or retention. Members are encouraged to consult their IT or legal teams regarding appropriate use of AI technologies with proprietary data.

Compliance & Enforcement

- HIRI regularly reviews published member materials to ensure compliance with these guidelines.
- Violations may lead to corrective action, including termination of HIRI membership without refund.
- Repeated or serious breaches may result in restrictions on publication privileges for up to 12 months.

Reporting Violations: Suspected violations should be promptly reported to the HIRI Executive Director via email or through the HIRI member portal.

Approval Requests

For questions, clarifications, or approval requests regarding publication and data usage, contact the HIRI Executive Director: dking@hiri.org. Approval turnaround time typically ranges from 3-5 business days. Pre-approval is not necessary for uses explicitly permitted under these guidelines.