

## Benefits of licensed data (BoLD) campaign

The Ordnance Survey - Great Britain's national mapping agency - has launched a new resource to explain the benefits of licensed data, as well as guides and case studies.

By adopting best practice and ensuring that the mapping you use is properly licensed you can take advantage of the following benefits:

Whether dealing direct with Ordnance Survey or through a partner organisation you have the reassurance of using location-based information from a trusted content provider with data sourced from the master map of Great Britain.

Being legitimately licensed supports your reputation in the marketplace.

Maintaining an up-to-date licence is a legal requirement for use of Ordnance Survey data. Not having the correct licence could invalidate your indemnity insurance and result in costly legal fees.

Mapping can be supplied in wide variety of formats suited to specific needs.