



Summary

GDSN Certified Data Pools need flexibility in offering services to their customers that use GDSN data. Currently the GDSN Data Pool contracts do not explicitly allow Data Pools to facilitate the dissemination of GDSN data outside of the network. *The GDS network consists of GS1 Standard XML messages containing trade item information that is exchanged between GDSN Certified Data Pools and the Global Registry®. This trade item information can only be communicated inside of the network by certified Data Pools.* GDSN Inc. has recognized this as an impediment to opportunities for trading partners and Data Pools that use the network. In order to facilitate these new products and services, GDSN Inc. has determined a way to allow GDSN Certified Data Pools to send trading partner GDSN data to any recipients outside of GDSN that a trading partner specifies.

Adding Flexibility to the Network

Several recent discussions with the GDSN community have helped GDSN Inc. re-evaluate the position of sending data outside of the GDS network. GDSN Inc. maintains the position of not permitting distribution of trading partner information outside of the GDSN without express written consent from the trading partner. A GDSN Trading partner can be a manufacturer, supplier, wholesaler, distributor, retailer or other member of the global supply and demand chain which has agreed to participate in the GDSN. GDSN certified Data Pools facilitate the participation of trading partners in the network. To become a trading partner in GDSN please contact a certified GDSN Certified Data Pool which can be found here:

http://www.gs1.org/sites/default/files/docs/gdsn/gdsn_certified_data_pools.pdf. There are dynamic changes in the marketplace surrounding the sharing of trusted GDSN synchronized data. For example:

- GDSN sourced trade item information provided to a Health Care GPO or Food Service distributor, or any sector member that is used outside of GDSN in a customer facing catalogue which can be used by non GDSN members.
- GDSN sourced trade item information provided to a retailer who includes the data in materials that can be used by non GDSN members.
- Internet Application Providers (IAP) authorised by a GDSN Trading Partner that can enable trade item data to be transmitted to mobile devices of consumers.

Additionally, recent GS1 initiatives of developing business to consumer (B2C) functionality with GS1 standards have prompted us to enable the dissemination of GDSN data to recipients outside



of the GDSN. This is accomplished via changes to our contracts with our Data Pools and Service Agreements with our Trading Partners.

The GDSN Inc. Board was unanimous in its support to allow the data which is synchronised and validated via GDSN to be used for applications and services not directly related to communicating data inside of the network. This support was validated by several GSMP Change Requests requesting similar types of functionality from the community.

In the coming days Data Pools and trading partners will be required to update their agreements with GDSN Inc. in order to be able to share GDSN data outside of the GDSN network.

Benefits / Next Steps

- All Trading Partners will be required to acknowledge their acceptance of the new TPSA to their Data Pool by October 21, 2011.
- Trading Partners are to work directly with your data pool to ensure you are operating under the proper TPSA
- Trading Partners may allow their Data Pool to send their own GDSN Data outside of the GDSN with their written consent.
- Trading Partners will now be given a 30-day review period to see the new TPSA at which time they can opt out by providing 60 days written notice to GS1 GDSN prior to the TPSA effective date.

Conclusion

GDSN Inc., working with the Data Pool and user communities, has enabled flexibility for users to allow data originally created for business to business transactions inside of the GDSN to be leveraged for B2C or whatever purpose the trading partner desires for their trusted data. You can expect a communication from GDSN Inc., and your Data Pool service provider detailing the new versions of the TPSA for all trading partners to use going forward. For more information please contact GDSN Inc. at GDSNINC@gs1gdsn.org.