

Permitted and Prohibited Uses of MLS® System Data

MLS® System data may be used only for authorized trade-in-real-estate purposes under the ITSO MLS® Rules; uses that are not authorized-including solicitation, populating another database, or publishing outside an approved feed-are prohibited.

Ownership and copyright

The MLS® System and the MLS® System database are protected by copyright and are owned by the Association and/or ITSO. Access and use are limited to Members, Authorized Users, and others specifically authorized under agreements with ITSO.

Any reproduction, downloading, or extraction of MLS® System data is a “use” under the Rules. Use is subject to the authority of the Association and/or ITSO directors to permit or prohibit specific uses. Unauthorized access or use is prohibited.

Permitted uses

Members and Authorized Users may access MLS® System data to help prepare presentations for and represent their Client or a specifically identified consumer in a Trade.

Examples of permitted use in a trade in real estate include creating an advertisement, preparing a CMA, and automating delivery of authorized listing information to a client. Members may also use the Member Full view of listings to determine comparables (including for a CMA or related statistical analysis for that purpose).

There is no separate permission for AI tools. If a use is already authorized (for example presentations, client representation, or comparables/CMA), you may use tools-including AI-for that same purpose. AI does not authorize a use that the Rules already prohibit.

Prohibited uses

All uses of MLS® System data that are not authorized in the Rules are prohibited. Rule 8.15 lists examples that include, but are not limited to:

- Using images or other copyrighted Content from an MLS® Listing to create a new MLS® Listing unless authorized in writing by the original Listing Brokerage or by the author of the copyrighted Content who can grant that licence
- Deleting or replacing Content (including images) if the change would lessen the usefulness of Content in the MLS® System, regardless of listing status
- Providing the Member Full view of a listing to a Client or consumer

- Publishing a screenshot, copy, or other duplication of MLS® System Content on a website or social media site instead of using an authorized listing feed (for example Bridge) under Article 7
- Using MLS® System data to populate another listing service or other database (including scraping into a new database)
- Altering, modifying, or reformatting MLS® System data except as authorized by the Listing Brokerage and the Association
- Using MLS® System data for solicitation purposes

Statistical analysis and comparables

The Association and its Members may compile, retain, and publish statistical analyses-including historical MLS® System data-based on the MLS® System database. Members may use Member Full view data to determine comparables.

That Association-level statistical authority does not automatically authorize every purpose an individual Member might want. Members must still stay within the authorized uses in the Rules. Large-scale downloading for modelling or any other purpose outside authorized uses needs written Association consent.

When written Association consent is required

No use is “unauthorized” if the Association consents to it in writing. For purposes that are not explicitly authorized in the Rules, request written consent from the Association.

Consent is granted only when eligibility requirements are met and any required agreements are executed in the form the Association provides. Contact your Member Association to start that request-see How to Get System Support.

Tips

- Ask whether the use is authorized under Rule 8.15. If the same use would be prohibited without a tool (including AI), it remains prohibited with that tool.
- Publish listing Content on websites or social media only through an authorized feed such as Bridge-do not bypass the feed with screenshots or copied Content.
- Do not provide Member Full view to a Client or consumer; use authorized client-facing presentation methods instead.
- For the full rules, see the ITSO MLS® Rules (Rules 8.06-8.18, including Rule 8.15).

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