

LockOut

TRANSPORTED ASSET PROTECTION ASSOCIATION ASIA PACIFIC

REFLECTING TAPA APAC'S ACHIEVEMENTS IN 2024!

From strategic initiatives to key milestones, 2024 was a year of resilience and progress for TAPA APAC!

> PG 06

TAPA APAC CHINA HOSTED A STUDENT-TEACHER EXCHANGE

Future supply chain leaders in the making! TAPA APAC China partnered with Shanghai Jiao Tong University Antaifor a dynamic student-teacher exchange

> PG 10

UNIFYING PHYSICAL SECURITY WITH TAPA STANDARDS FOR RESILIENCE

Organized by TAPA APAC and Sensorlink, join the supply chain leaders and organization to discover how to strengthen supply chain security, enhance resilience, and implement TAPA Standards effectively.

> PG 17







Table of Contents

- 03 | TAPA APAC Chairperson's Message to Members
- 04 | TAPA APAC Intelligence System (TIS) Cargo Crime Monitor for November 2024

Stay informed about the latest cargo crime trends and statistics with our comprehensive TIS Cargo Crime Monitor.

06 | Celebrating a Year of Success and Growth: TAPA APAC's 2024 Highlights

From strategic initiatives to key milestones, 2024 was a year of resilience and progress for TAPA APAC. Join us as we reflect on a year of impactful achievements!

10 | TAPA APAC China Held an Engagement Student-Teacher Exchange Activity with Shanghai Jiao Tong University Antai

Future supply chain leaders in the making! TAPA APAC China partnered with Shanghai Jiao Tong University Antai for a dynamic student-teacher exchange, bridging academia and industry to drive innovation in supply chain resilience.

12 | Supply Chain Trends: Navigating the Future of Global Trade

Explore the latest innovations, challenges, and strategies shaping global supply chains. Discover how businesses are adapting for a more resilient and efficient future!

14 | New Members & Certifications

Stay updated on the latest additions to the TAPA APAC membership and certifications.

16 | Upcoming Training & Events

Explore our upcoming training sessions and events designed to enhance your knowledge and skills in supply chain security.

Chairperson's Message: Celebrating TAPA APAC's Silver Jubilee Year

TAPA APAC Wishes You a Splendid, Resilient Lunar New Year!

Dear TAPA APAC Members,

2025 marks TAPA APAC's Silver Jubilee Year – celebrating 25 years of driving excellence in supply chain resilience and sustainability across the Asia Pacific region. We reflect on an exciting journey of transformation, growth, and unparalleled collaboration, TAPA APAC has not only adapted to the evolving landscape of supply chain and logistics but has also paved the way for innovative solutions and industry-leading TAPA Standards that protect businesses and communities alike.

Together, we have achieved much, but we know the journey is far from over. This milestone is not just a reflection of our history, but a testament to the collective strength of our members, partners, and the TAPA global community. I am excited about the future and the ongoing work of our Board of Directors and members, as we continue to lead the way in building a more resilient, secure and sustainable supply chain environment for all. This year, you can expect more groundbreaking initiatives from new and revised TAPA Standards to enhanced member engagement through our annual SCRS Conference in Thailand.

Upcoming New TAPA Standards and Initiatives:

- Master Trainer Programme Q1 2025
- TAPA Cyber Security Standard (CSS) launch Q1 2025
- TAPA Business Continuity Planning (BCP) Standard launch Q1 2025
- Brand Protection Standard Development & Working Group
- Scrap Management Standard White Paper
- TAPA Air Cargo Security Standard (TACSS)
- SCRS Conference and Awards Gala Dinner Q2/3 2025
- Trade Compliance Training Q2 2025
- AGM and Election 2025
- Engaging events: SSCL Shanghai event, Brand protection event, Pudong Shipping Week 2025, CIEC 2025, STE 2025
- IAB (Independent Audit Bodies) Standards and Certification Working Group
- Webinars on Tariffs impacts in 2025 and beyond, TAPA contractual fundamentals and more!

We are committed to expanding our reach, refining our standards, and providing even more valuable resources to help you stay ahead in an ever-evolving industry.

Thank you for being an integral part of TAPA APAC's success. We welcome you to share your TAPA experience with us as we celebrate the Silver Jubilee Year. Here's to many more years of collaboration and growth!

Best Regards,

Chairperson TAPA APAC

^{*}Targeted launch dates, subject to changes.

SCARGO APAC INCIDENT DATA DEC 2024 CRIME MONITOR

TOP CARGO THEFT IN DECEMBER 2024 BY COUNTRY

		No. of Incidents
I	ndia	20
F	Philippines	5
ŀ	Hong Kong	4
1	Malaysia	2
A	Australia	1
ŀ	Korea	1
9	Singapore	1
١	/ietnam	1

TOTAL LOSS IN DECEMBER 2024

\$9,169,557

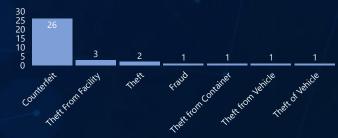
Total Recorded APAC Incidents 35 in Dec 2024

20

Cases in APAC reporting a loss value

INCIDENTS REPORTED BY

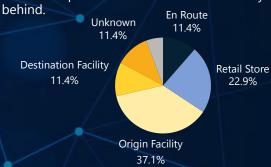
PRODUCT CATEGORY		
	No. of Incidents	
Miscellaneous	8 (22.9%)	
Clothing & Footwear	7 (20%)	
Food & Drink	6 (17.1%)	
Miscellaneous Electronics	2 (5.7%)	
Pharmaceuticals	2 (5.7%)	
Tools/Building Materials	2 (5.7%)	
Agricultural Materials	1 (2.9%)	
Auto Parts	1 (2.9%)	
Computers/Laptops	1 (2.9%)	
Cosmetics & Hygiene	1 (2.9%)	
Jewellery/Precious Metals	1 (2.9%)	
Metal	1 (2.9%)	
Toys/Games	1 (2.9%)	



INCIDENTS REPORTED BY INCIDENT CATEGORY

	No. of Incidents
Counterfeit	26 (74.3%)
Theft from Facility	3 (8.6%)
Theft	2 (5.7%)
Fraud	1 (2.9%)
Theft from Container	1 (2.9%)
Theft from Vehicle	1 (2.9%)
Theft of Vehicle	1 (2.9%)

Counterfeit incidents highlight the persistent challenge of counterfeit goods in the APAC region, with TIS data revealing a steady month-on-month trend in reported cases. Theft from Facility follows



INCIDENTS REPORTED BY LOCATION TYPE

		No	. of Incidents
Origin Facility		13	(37.1%)
Retail Store		8	(22.9%)
Destination Facility		4	(11.4%)
En Route		4	(11.4%)
Unknown		4	(11.4%)
Authorised 3rd Party	Facility	2	(5.7%)



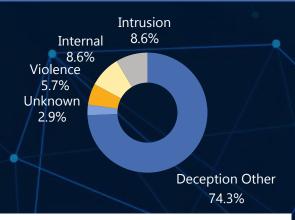
Raigad, India

35 armed persons held the security guards at knifepoint and stole 40 tonnes of black pepper and betel nuts from a warehouse.



DECREASE IN CARGO THEFT

As compared to the 3% October 2024



INCIDENTS REPORTED BY MODUS OPERANDI

	No. of Incidents
Deception Other	26 (74.3%)
Internal	3 (8.6%)
Intrusion	3 (8.6%)
Violent & Threat with Violence	2 (5.7%)
Unknown	1 (2.9%)

The use of deceptive methods as a modus operandi persists, aligning with the consistent number of reported counterfeit cases December.

REPORT & CONTRIBUTE

Every report plays a vital role in bringing cargo crimes to light, ultimately contributing to a safer environment for everyone involved.







REPORT AN INCIDENT

BECOME A TIS AMBASSADOR SUBSCRIBE TO TIS ALERTS

APA APAC INTELLIGENCE SYSTEM

For more information about TIS or to join the TIS Working Group, please email to us at tis@tapa-apac.org

Celebrating a Year of Success and **Growth: TAPA APAC's 2024 Highlights**

The Leading Association in Global Supply Chain **Resilience & Sustainability**

Transported Asset Protection Association Asia Pacific (TAPA APAC), a leading global association that unites supply chain industry leaders and organizations with the common aim to uphold the highest standards in supply chain resilience and sustainability reflects 2024 marked by significant milestones in enhancing supply chain resilience across Asia Pacific.

Expanding Membership and Launching New Initiative

In 2024, TAPA APAC saw remarkable growth, engaging with over 800 members, representing an impressive increase compared to the previous year. This growth reflects the organization's continued commitment to addressing the evolving needs of the supply chain industry.

Advancing Training with the Launch of the TAPA APAC Learning **Management System (LMS)**

TAPA APAC revolutionized its approach to education and capacity-building with the launch of its Learning Management System (LMS). This innovative platform provided members with flexible, accessible training resources, interactive sessions, certifications for Facility Security Requirements (FSR) and Trucking Security Requirements (TSR). By prioritizing education, TAPA APAC empowered supply chain professionals to address emerging challenges with greater confidence and expertise. More than 800 Authorized Auditors (AA) gained their qualifications through credentials through LMS platform.

In addition to LMS, TAPA APAC conducted face to face sessions for FSR as well as RAS Standards. A notable highlight was the Risk Assessment Standard (RAS) training sessions were held in key markets such as the Philippines, India, Malaysia, and Hong Kong. These sessions equipped participants from diverse sectors with practical tools to assess and mitigate risks effectively. Tailored to region-specific challenges while maintaining a global perspective, the sessions fostered a culture of proactive risk management within the supply chain.

By delivering these targeted training programs, TAPA APAC not only expanded its membership but also deepened its impact, fostering a community of skilled professionals dedicated to raising the bar for supply chain resilience.

Certification Milestone

TAPA APAC also celebrated 2024 with remarkable growth in standards certifications with over 10% compared to the previous year, signaling the industry's commitment to adhering to rigorous security standards and best practices. With over 1,000 standards certifications covering over 800 sites and more than 3,000 trucks across Asia Pacific, TAPA APAC foresees a further growth in Audits and Certifications in 2025!

Credentials Issued through the Blockchain Initiative

Membership, Training and Standards Certifications credentials are all issued through the blockchain initiative enhancing authenticity, efficiency, and trust. With the issuance of over 4,500 blockchain-powered digital certifications since its launch in early 2023, this digitalisation initiative has transformed how credentials are issued and managed. By leveraging blockchain technology, TAPA APAC has streamlined the process of verifying and validating the credentials, providing members with a tamper-proof and easily accessible record of their accomplishments. The process has not only simplified verification for certified entities but also bolstered the reputation of TAPA Standards as a global benchmark for operational excellence.

Enhancing Intelligence Sharing with TAPA APAC Intelligence System (TIS)

Recognizing the critical need for data-driven decision-making, TAPA APAC's Intelligence System (TIS) gained momentum as a cornerstone initiative in combating cargo crime. Through a dedicated webinar in October and a workshop in November, TAPA APAC emphasized the importance of incident reporting and collective intelligence.

The TIS events brought together over 80 participants, including directors, senior executives, supply chain managers, and security experts. Attendees learned how to leverage TIS data to strengthen operational efficiency and resilience. Every reported incident contributes to a richer intelligence pool, fostering greater transparency and enabling stakeholders to identify and mitigate cargo crime risks more effectively.

Conference and Events: Engaging the Industry Globally

TAPA APAC was involved and hosted collaborative events that resulted in strengthened partnerships, enhanced knowledge sharing, and actionable strategies to tackle emerging supply chain challenges. Additionally, the annual Supply Chain Resilience & Sustainability (SCRS) Conference in Shanghai brought together 250 global brands and experts. The event highlighted cutting-edge topics like artificial intelligence in cybersecurity, greener logistics practices, and updates to TAPA's standards, including the launch of Brand Protection Standard (BPS).

Strengthening Collaboration Through Working Groups

TAPA APAC's working groups in 2024 played a vital role in driving innovation and addressing industry challenges, these groups included:

Risk Assessment Standard (RAS)

Provided guidance and support for implementing the Risk Assessment Standard, enabling members to proactively identify and mitigate risks within their supply chains.

TAPA APAC Intelligence System (TIS)

Advocated for increased data sharing and transparency, using TIS as a central platform to combat cargo crime through data driven incident reporting and actionable insights.

Pharmaceutical Facility Security Requirements (PFSR)

Addressed the unique challenges of securing pharmaceutical supply chains, ensuring compliance with high-security standards to protect sensitive and high-value products.

Trucking Security Requirements (TSR) – Temperature-Controlled Vehicles

Developed tailored standards for securing temperature-controlled vehicles, ensuring the integrity of perishable and sensitive goods during transportation.

Business Continuity Planning (BCP)

Focused on enhancing supply chain resilience by developing robust business continuity frameworks to address disruptions and maintain operational efficiency.

These working groups exemplify TAPA APAC's commitment to fostering collaboration, enhancing standards, and addressing the dynamic challenges faced by the global supply chain community.



Looking Ahead to 2025: Celebrating 25 Years of Excellence

TAPA APAC will enter its silver jubilee year, the year 2025 promises to be a landmark moment in the association's history. Celebrating 25 years of advancing supply chain resilience across the Asia Pacific, we're gearing up for another year of innovation, collaboration, and impact.

With a focus on delivering even greater value to our members, TAPA APAC is set to introduce new standards such as the Cyber Security Standard (CSS 2025), Business Continuity Planning (BCP), and the Brand Protection Standard (BPS). These initiatives will empower members to tackle emerging challenges with cutting-edge tools and frameworks. Additionally, the Supply Chain Resilience & Sustainability (SCRS) Conference and Awards will take center stage in Bangkok, Thailand, offering an unparalleled platform for knowledge sharing and recognition.

We invite you to join us as we continue building a future of resilient and sustainable supply chains. By becoming a member, you'll gain access to essential benefits, a growing network of industry leaders, and transformative opportunities that will shape the next chapter of the supply chain.

For more information about TAPA APAC or membership details, please visit www.tapaapac.org or email us at info@tapa-apac.org.

TAPA APAC China Held an Engagement Student-Teacher Exchange Activity with Shanghai Jiao Tong University Antai



On December 26, 2024, TAPA APAC successfully held a discussion and exchange activity with teachers and students of Shanghai Jiao Tong University Antai College of Economics and Management at the Pudong New Area Development Promotion Centre. The event attracted nearly 30 Antai MBA teachers and students to participate. TAPA APAC China Office Chief Representative Mr. Alan Liu Qing, Senior Consultant Mr. Victor Bai Tao, Training Director Mr. Mike Zheng Xuqing, and Risk Control Industry Expert Mr. Xu Ying participated in the discussion, and Greater China Executive Director Mr. Alvin Lau and Board Member Mr. Felix Li participated online.



Before the discussion began, Victor sought to visit the Pudong New Area Development Promotion Center for teachers and students. As a long-term governmental partner of TAPA APAC, the Pudong New Area Development Promotion Centre shoulders the important responsibility of promoting investment and business development in Pudong New Area.

After the visit, Alan shared TAPA APAC's development history, mission and vision, membership composition, various standards, and the important role it plays in the field of global supply chain security. From the perspective of a senior expert in the security industry, he analysed the current global supply chain challenges and development trends, and shared his past experiences, helping students broadened their industry horizons and career choices.

Secondly, Alan continued to introduce the relevant internship projects of TAPA APAC China Representative Office, and looked forward to using this visit as a starting point to carry out deeper and more innovative cooperation with the Antai Full-time MBA Program. In the final session, the students asked enthusiastic questions about TAPA APAC 's project cooperation opportunities, industry standards, and member company composition, and had an in-depth discussion on key issues in the field of supply chain resilience.



This exchange event deepened the friendly relationship between TAPA APAC and the Antai College of Economics and Management of Shanghai Jiao Tong University and the Pudong New Area Development Centre, and promoted the integration of theoretical learning and industry practice. Thanks to the teachers and students of the Antai MBA program for their enthusiastic participation in this event, and the Pudong New Area Development Centre for its strong support for the event site. The Asia Pacific region will continue to strengthen its brotherly partnership with governments, universities, and enterprises to jointly promote the development and progress of global supply chain resilience.

Supply Chain Trends: Navigating the Future of Global Trade

In an era of unprecedented challenges and rapid technological advancements, supply chain resilience and innovation remain top priorities for organizations worldwide. As geopolitical tensions, economic uncertainties, and environmental concerns reshape the global trade landscape, decision making play a crucial role in steering organizations toward sustainable, secure, and efficient supply chains.

Key Supply Chain Trends

Digital Transformation and Automation

The integration of AI, IoT, and blockchain in supply chain is revolutionizing operations. Predictive analytics and real-time tracking enhance decision-making, minimize delays, and optimize inventory management. Organizations are now prioritizing investments in technology to enhance efficiency and resilience.

Sustainability and ESG Compliance

With growing regulatory scrutiny and consumer demand for ethical sourcing, sustainability has become a non-negotiable priority. Organizations are pushing for greener logistics, carbon-neutral strategies, and sustainable sourcing to align with Environmental, Social, and Governance (ESG) goals.

Resilience and Risk Management

To mitigate future risks, boards are emphasizing diversification, nearshoring, and supplier redundancy. Risk assessment models and scenario planning are becoming standard practices in the governance.

Cybersecurity in Supply Chains

As supply chains become more digitized, the risk of cyberattacks has escalated. Organizations are working closely with cybersecurity teams to protect sensitive data, prevent breaches, and ensure compliance with global data protection regulations. Implementing soon to launch this 2025, the TAPA's Cyber Security Standards (CSS) helps organizations set global standards to their supply chains from emerging digital threats.

Geopolitical and Economic Considerations

Trade wars, tariffs, and political instability continue to impact global supply networks. Organizations are leveraging data analytics and geopolitical risk assessments to make informed decisions about sourcing, distribution, and market expansion.

TAPA Standards for Future-Proofing Supply Chains

To stay ahead, organizations must foster a culture of continuous improvement, strategic foresight, and stakeholder collaboration. By leveraging technology, and global standards, enhancing sustainability efforts, and implementing robust risk management frameworks, organizations can build resilient and adaptive supply chains that withstand future disruptions.

Adopting and integrating TAPA Standards into supply chain operations ensures companies maintain high-security standards, comply with best practices, and mitigate risks associated with cargo theft and supply chain vulnerabilities. These standards provide a structured approach to security, auditing, and operational continuity, helping businesses achieve greater resilience in an evolving global market.

As supply chain dynamics continue to evolve, leadership will be instrumental in shaping strategies that drive growth, efficiency, and long-term sustainability in global trade.

To learn how TAPA Standards will help your organization, visit www.tapa-apac.org or email info@tapa-apac.org

New Members Update

Please join us in welcoming the latest companies to join TAPA APAC!

Company Name	Country	Category	Industry
Bukit Kayu Hitam ICD Sdn Bhd	Malaysia	Corporate Lite (CL)	Logistics
Cainiao Anser Holding (Hongkong) Limited	Hong Kong SAR (China)	Corporate Lite (CL)	Logistics
Century Surf Sdn Bhd	Malaysia	Corporate Lite (CL)	Waste Management
DP World Express Logistics Private Limited	India	Corporate Full (CF)	Logistics
DSV Air & Sea Limited	Hong Kong SAR (China)	Corporate Lite (CL)	Transportation
Eng Thai Transport (M) Sdn Bhd	Malaysia	Corporate Lite (CL)	Logistics
Expeditors International India Private Limited	India	Corporate Lite (CL)	Logistics
Faith Walker Security Pte Ltd	Singapore	Premier Partner (PP)	Technology and E-commerce
Guangdong STP Dangerous Goods Logisti <mark>cs</mark> Co.,Ltd.	China	Corporate Lite (CL)	Logistics
Hubei Optoelectronic Supply Chain Innovation Development Institute Co., Ltd.	China	Corporate Lite (CL)	Logistics
IBIDEN PHILIPPINES, INC.	Philippines	Corporate Lite (CL)	Manufacturing
JAS Worldwide Management Inc.	United States	Corporate Full (CF)	Logistics
Micron Technology	Singapore	Corporate Full (CF)	Manufacturing
Mitsui Sumitomo Insurance Co., Ltd.	Japan	Corporate Lite (CL)	Professional Services
Shanghai reach-wing logistics co.,LTD	China	Corporate Lite (CL)	Logistics
Shenzhen Easttop Supply Chain Management Co., Ltd.	China	Corporate Lite (CL)	Logistics
YCH Logistics India Private Ltd	India	Corporate Lite (CL)	Logistics
Yusen Logistics (China) Co., Ltd.	China	Corporate Lite (CL)	Logistics

Enjoy Access to Our Exclusive Guides, Resources & Working Groups

Trusted by 750+ Global Superbrands, Join the fastest-growing supply chain network in Asia Pacific

Become a TAPA APAC Member & Build Resilience with TAPA Standards



Boost Supply Chain Resilience

Enhance supply chain resilience and ensure operational continuity



Minimise Losses

Reduce loss ratio with extra lines of defense against latest threats



Streamline Operations

Improve operational efficiency with industry best practices



Quality Benchmarks

Valuable quality and security benchmark for selection of partne

LEARN MORE >

TAPA Standards Audit & Certification

Congratulations to our Member Companies for their Successful Audit and Award of latest TAPA Standards Certification!

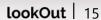
FSR 2023 Level A

Company Name	Country	
New Certification		
Sinotrans (HK) Warehousing Limited	TYNT, Hongkong	
Re-Certification		
Juehne + Nagel Sdn Bhd	Penang, Malaysia	

FSR 2023 Level C

Company Name	Country
New Certification CEVA Freight (Taiwan) Co. Ltd Delhivery Limited Delhivery Limited Delhivery Limited Delhivery Limited DKSH Vietnam Co. Ltd DKSH Vietnam Co. Ltd Re-Certification	Taoyuan City, Taiwan Pune, India Hisar, India Kolkata, India Rajganj, India Ha Noi, Vietnam Ha Noi, Vietnam
DHL Express Australia Pty. Ltd - DHL Express APEC Schenker Logistics Vietnam Co., Ltd	Victoria, Australia Hung Yen, Vietnam

To be a TAPA APAC member or for certification inquiries, please email to info@tapa-apac.org.



Year-Round Training Access For TSR and FSR Standards



FSR 2023 Training on LMS (English)

REGISTER NOW >

English | Online

Standard Technical / Authorized Auditor

Gain in-depth knowledge of TAPA's Facility Security Requirements (FSR) 2023 through our engaging, selfpaced online training. This course equips you with essential skills and insights to implement robust security measures, ensuring your facility meets global standards.



TSR 2023 Training on LMS (English)

REGISTER NOW >

English | Online

Standard Technical / Authorized Auditor

Master the Trucking Security Requirements (TSR) 2023 with our comprehensive online training. Learn how to secure your transport operations effectively, mitigate risks, and uphold TAPA's global standards for asset protection—all at your own pace.

Stay informed about upcoming events and training opportunities in TAPA APAC!

CHECK IT OUT >

*The training and event dates are subject to change. Please reach out to training@tapa-apac.org for any training queries. For general event inquiries, please email info@tapa-apac.org.





Sensorlink

Authorised Distributor of Genetec

FREE SEMINAR

Insights to Action:

Unifying Physical Security with TAPA Standards for Resilience

26 Feb 2025 09:00 - 13:00 (GMT+8) Grand Millennium Hotel Kuala Lumpur, Malaysia

In-Person Seminar, Complimentary

REGISTER NOW >



BRAND PROTECTION CONGRESS TAPA APAC members enjoy an exclusive 15% discount off ticket prices. Simply input code "TAPA15" during registration. REGISTER NOW

09-10 APRIL 2025 VOCO ORCHARD SINGAPORE, AN IHG HOTEL



WHY ATTEND?

Unlock the full potential of brand protection by exploring innovative strategies to safeguard your brand. Join us in splendid Singapore, a global hub for business and innovation Discover cutting-edge trends that set the standard in brand protection, and learn from public-private partnerships that enhance security and compliance.



ENJOY EXCLUSIVE OPPORTUNITIES:

- Full 2-Day Conference and Exhibit Hall Ticket
- Access to In-Person Presentations and Panels
- Inclusive Lunches and Refreshments
- Complimentary Drinks Reception
- Access to the Event Networking App



ORGANIZED BY



SUPPORTING PARTNER



Thank You To This Year's Premier Partner!

Leading the Supply Chain Industry with Innovative Products & Services

Our Premier Partners showcase their continued commitment to excellence in supply chain security. Their unwavering support and dedication to advancing industry resilience through innovative and leading products and services, are integral to the success of our collective efforts. As trusted partners, their engagement and contributions help the fraternity enhance the robustness of a secured global supply chain.



Premier Partner 2025 Year-Long Exposure & Benefits

- Partner Branding and Usage
- Website Feature
- Events & Webinars Engagement Opportunities
- SCRS Conference & Awards Engagement **Opportunities**
- Ad Placements & Advertorials on Lookout emagazine
- Electronic Direct Mailer (EDMs) Placements
- Social Media Dedicated Posts

PARTNER NOW



info@tapa-apac.org



www.tapa-apac.org

THE LATEST UPDATES BY TAPA APAC

lookOut

TRANSPORTED ASSET PROTECTION ASSOCIATION



Visit website

Contact us





Follow our social media pages







All rights reserved.

Any redistribution or reproduction of part or all the contents in any form is prohibited. You may not, except with our express written permission, distribute or commercially exploit the content.