

General Rules

Evaluation Both *Accuracy and Classification* assigned to it

Ratings

n/a For **ALL address** results, including residential, streets and localities

Correct For Businesses, Corporations

Can include modifiers (location, stylised logos and letters), it must be spelled correctly

Partially Correct Can be recognised by the user but with minor and moderate misspellings, service level mismatches and missing or unnecessary name parts

Misspellings Repeated, redundant or missing information or parts

Incorrect or missing punctuation or special characters

Unnecessary or missing spaces

Unexpected use of lower, upper case and ALL CAPS (excepted acronyms)

Mix of expected languages

Service-Level mismatch Example: Delhaize instead of official name of Delhaize Supermarket

Holding name/Corporate structure LLC, Inc. etc used in the result when the official business name doesn't have it

Incorrect Name Severe misspellings that prevent the user from identifying the business (change in meaning, different word)

Holding names completely different than the recognised name

Missing or unnecessary parts of the name

Slang and inappropriate language

Using a previous name that's not a variation of the current name

Can't Verify Look at Can't Verify section

Classification	
General	Not every result will include a classification, if missing or n/a, don't demote
Correct	Correct name with correct classification Some classifications can be slightly too specific or general, as long as is not misleading, it's correct Classifications can vary for similar POIs and per market
Incorrect	Wrong classification Misleading Misspelled Incomplete (missing parts or uncommon/odd abbreviations) Unexpected language or script

Transit and Parking Names	
Transit	
<i>Indication</i>	Optional and can be missing and still Correct
<i>Intersection name</i>	Some transit POIs can have a result title that's the name of the intersection
<i>Multiple transit system out of the same station</i>	Any of the systems can be included in the name to be Correct
Parking	
<i>Generic names</i>	Parking, Garage or lot are considered Correct when no official name can be found
<i>Official name</i>	If official name, generic names are Partially Correct
<i>Specialised</i>	If specialised but not reflected on the result's name, rate it Incorrect
<i>Business name + parking/garage/lot</i>	Is considered Correct , without the "parking, garage, lot" suffix it's Incorrect (if no official name can be found)

Summary		
<i>Name or Title Correctness</i>	<i>Classification Accuracy</i>	<i>Final Name Accuracy Rating</i>
Correct	Correct or NA	Correct
Correct	Incorrect	Incorrect
Partially Correct	Correct or NA	Partially Correct
Partially Correct	Incorrect	Incorrect
Incorrect	Correct or NA	Incorrect
Incorrect	Incorrect	Incorrect



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