

The ACCA logo is a red square with the letters 'ACCA' in white, bold, sans-serif font.

**ACCA**

A black and white photograph of a woman with long, dark, wavy hair, wearing a striped shirt, smiling and resting her head on her hand. A man in a suit and tie is leaning in behind her, also smiling. They appear to be in a professional setting, possibly a meeting or a collaborative work environment.

# **ALP advertising regulations 2019/20**

Think Ahead

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## Advertising regulations

**THESE REGULATIONS OUTLINE THE ACCEPTABLE AND UNACCEPTABLE CONTENT OF ADVERTISEMENTS, WEBSITES, SOCIAL MEDIA AND PROMOTIONAL MATERIALS PUBLISHED OR DISTRIBUTED BY ALPS.**

### **PROMOTION OF TUITION AS APPROVED BY ACCA**

Before we have officially confirmed that Gold or Platinum approval has been awarded, you may not hold yourself out as having the approval status. You cannot access, or claim to access, any of the benefits granted under the appropriate level of approval.

The application of any learning provider found to be making such claims will be immediately suspended pending investigation and resolution of the issue.

If you have submitted an application for Gold approval under our ALP programme, please take note of the advertising regulations detailed in this document. You must ensure that all advertising and promotional materials produced or advertising and promotional activities undertaken, are in accordance with our regulations. Any breach of our advertising regulations will result in immediate suspension of your application.

We take no responsibility for any inconvenience or costs incurred from the resulting delay to the application following suspension for either of the reasons detailed above. If the identified issue cannot be resolved in an acceptable timeframe, we reserve the right to reject your application at our discretion.

### **METHODS OF ADVERTISING**

As an ALP, you can take advantage of the following methods of advertising available:

- Advertising opportunities in ACCA magazines and e-zines including *Student Accountant*, *Potential*, *Teach Accounting* and *Accounting Link*.
- Advertising opportunities on our [website](#).
- Direct mailings to students through ACCA Access.

The content of any advertising placed through these channels must be approved by us.

We recommend that you consult us when preparing any other advertising or promotional materials, including website and social media content. All information provided in promotional materials must be accurate so, if you are unsure about anything, we advise you to send drafts to us before going to final print. Promotional materials are reviewed as part of your approval process.

# Advertising regulations



## GENERAL CONTENT OF ADVERTISING AND PROMOTIONAL MATERIALS

As our trusted partners, you are given the flexibility to advertise and promote your courses at your discretion. However, we expect that the content of any of the advertising and promotional materials you produce, and the execution of advertising and promotional activities that you undertake will be:

- legal, decent, honest and truthful
- prepared and carried out with a sense of professional responsibility
- in conformance with the principles of fair competition.

We reserve the right to treat any perceived contravention as a breach of the advertising regulations.

In addition to the above, you are expected to comply with the following specific regulations relating to:

- our continued quality assurance of tuition and support activities
- representation of your relationship with us.

## OUR CONTINUED QUALITY ASSURANCE OF TUITION AND SUPPORT ACTIVITIES

### Claims regarding pass rates

You must not make any unsubstantiated claims about your pass rates in any advertisements, websites, social media or promotional materials. You may only refer to the pass rates that we supply on your results analysis report issued following each exam session for qualifying exams only (five students

or more), and provided the figures quoted offer fair representation of your overall performance. The pass rates must be quoted as supplied and may not be altered, combined or recalculated in any way.

### Claims regarding prize winners

You can only include statements in advertisements, websites, social media and promotional materials about prizewinners if they refer to the following official prizes that we award globally awarded globally:

- Medals (Gold, Silver and Bronze) awarded to candidates who achieve affiliate status and have attained the highest aggregate marks globally for exams in Strategic Professional (ie Strategic Business Leader, Strategic Business Reporting, Advanced Financial Management, Advanced Performance Management, Advanced Taxation, Advanced Audit and Assurance)
- Prizes awarded to candidates attaining the highest mark globally for exams under Applied Knowledge, Applied Skills and Strategic professional.

### Claims regarding national placings

You can include statements in advertisements, websites, social media and promotional materials regarding national exam placings where this achievement is recognised and the information has been provided to you by the relevant ACCA national office. Statements regarding national exam placings must be clearly distinguished from those relating to our global prizewinners.

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## Advertising regulations

### **Misrepresentation of our products, policies and procedures**

You cannot include in your advertisements, websites, social media and promotional materials any statement which intentionally or unintentionally misrepresents our products, policies or procedures and which we consider to be misleading to students, employers or other stakeholders.

### **Direct marketing around our exam centres**

You must not undertake any direct marketing activity, including the distribution of leaflets or other promotional items, within the vicinity of any of our exam centres before, during or after an exam sitting.

### **REPRESENTATION OF YOUR RELATIONSHIP WITH US**

#### **References to examiners/examining body/markers**

Any reference to close co-operation with the examiners/examining body must not be included in advertisements, websites, social media and promotional materials.

Any reference to your members of staff having current or past experience of the marking process for our exams may not be included in advertisements, websites, social media and promotional materials. We may also pursue any breach of this regulation as a breach of contract on the part of the individual concerned.

#### **Use of our corporate logo and our ALP approval logo**

Gold and Platinum ALPs may use the appropriate ALP logo that we supply. We will send you a monotone ALP logo and this must only be used in accordance with the accompanying guidelines. The logo must not be edited at all.

Use of the ACCA corporate logo is prohibited without our prior written consent. Gold and Platinum ALPs may request consent to use it by contacting [brandteam@accaglobal.com](mailto:brandteam@accaglobal.com). Give a description of how it would be used (eg posters, printed brochures, online etc) and an example of how it would be displayed. For the avoidance of doubt, ACCA may withdraw any consent given, at any time.

Any advertisements, websites, social media or promotional materials referring to our approval programme or displaying the ALP logo can only include details of campuses that we have officially approved with that status. If you have multiple campuses, you must ensure that any promotional materials refer to the appropriate approval level and that the correct logo is displayed for each campus.

#### **Websites, social media and email addresses**

You are welcome to include hyperlinks from your website and social media to relevant sections of our website.

You must not copy sections of our website or lift content from it to display on your own website or social media without our prior approval. Displaying information copied from our website or using content that is subject to our copyright without permission will be in breach of our advertising regulations.

You must not create, host or maintain a website, social media site or email address that we deem to have a similar domain name or design to the ACCA website, social media site or email addresses, or is felt to be an attempt to mislead students into thinking it is an official ACCA website, social media site or email address.



# Breach of advertising regulations

A breach of advertising regulations will be deemed to have taken place if you have:

- produced, or have allowed a third party to produce on your behalf, any advertising or promotional material that contravenes the regulations detailed above
- undertaken, or have allowed a third party to undertake on your behalf, any advertising or promotional activity that contravenes the regulations detailed above.

If you breach these advertising regulations, we will send you a written warning and give you a deadline to respond.

In the absence of your satisfactory response by the deadline, or in the event of a further breach, we will suspend your approval immediately and without warning until we are satisfied that you have taken appropriate action to resolve the breach.

If you fail to resolve the breach in an acceptable time-frame, or in the event of repeated breaches, we will revoke your ALP status and remove your details from our Tuition Provider Directory.

Any decisions regarding what constitutes a breach of the advertising regulations shall be at our sole discretion and shall be final. We reserve the absolute right to alter or change the advertising regulations at our own discretion.

# Contacts

**For any queries regarding the content of this document, please contact us at:**

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