

PROMOTION OF ACCA ACCREDITED PROGRAMMES – INDIA

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 may result in immediate suspension or removal of your exemption accreditation. We take no responsibility for any inconvenience or costs incurred from the resulting delay to the application following suspension or removal for either of the reasons detailed above.

If the identified issue with advertising cannot be resolved in an acceptable timeframe, we reserve the right to reject your application at our discretion.

Your institutions website and social media pages may be reviewed as part of your initial accreditation and re-accreditation application.

GENERAL CONTENT OF ADVERTISING AND PROMOTIONAL MATERIALS

As our trusted partners, you are given the flexibility to advertise and promote your accredited programmes 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.
- should not compare ACCA to other professional qualifications in a manner that denigrates another institute/qualification.

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

Use of the ACCA corporate logo is prohibited, however, you have been supplied with an accredited programme logo that you may use in line with these guidelines.

ACCA



PQApprovals@accaglobal.com



www.accaglobal.com



110 Queen Street Glasgow G1 3BX United Kingdom

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.

If including details of accredited programmes in your promotional materials and/or website, please do not include the number of exemptions to promote a faster path to ACCA membership or cost savings due to exemptions. Exemption accreditation is a mechanism by which we ensure students prior learning of recognised and should only be referred to as such.

In addition, should you wish to collaborate with any other institution such as an Approved Learning Partner, please do not agree to promote the programme through this partner. The responsibility lies with the learning partners/universities/colleges that all their partners should adhere to ACCA's promotional guidelines including best practices for student counselling

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 may suspend or removal your accreditation immediately and without warning until we are satisfied that you have taken appropriate action to resolve the breach.

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If you fail to resolve the breach in an acceptable timeframe, or in the event of repeated breaches, we may suspend or remove your accreditation. 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.

These guidelines apply to all applications assessed by ACCA and may be changed without prior notice.

