

Tuition Provider Directory

Advertising regulations for subscribers



These regulations outline the acceptable and unacceptable content of advertisements, websites and promotional materials published or distributed by subscribers to ACCA's Tuition Provider Directory.

Tuition providers wishing to subscribe to ACCA's Tuition Provider Directory should take note of the advertising regulations detailed in this document and, before submitting their application, ensure that all advertising and promotional materials or activities are in accordance with these regulations.

METHODS OF ADVERTISING

Subscribers to ACCA's Tuition Provider Directory may take advantage of the following methods of advertising available through ACCA:

- advertising opportunities in ACCA magazines and e-zines including *student accountant*, *potential*, *accelerate*, *finance matters*, *teach accounting* and *accounting link*
- advertising opportunities on www.accaglobal.com

The content of any advertising done in this way must be approved by ACCA.

GENERAL CONTENT OF ADVERTISING AND PROMOTIONAL MATERIALS

The content of any advertising and promotional materials produced, or the execution of advertising and promotional activities undertaken by subscribers should be:

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

ACCA **will not** investigate claims relating to alleged contravention of these general guidelines by subscribers from third parties, but reserves the right to treat any perceived contravention as a breach of the advertising regulations.

CLAIMS REGARDING PASS RATES

Subscribers may not include claims regarding pass rates in advertisements, websites or promotional materials.

CLAIMS REGARDING PRIZEWINNERS AND NATIONAL EXAM PLACINGS

Subscribers to ACCA's Tuition Provider Directory may only include statements in advertisements, websites and promotional materials regarding prizewinners if they are referring to the following official prizes awarded globally by ACCA:

- Medals (Gold, Silver and Bronze) awarded to candidates who achieve Affiliate status and have attained the highest aggregate marks worldwide for papers in the Professional level – Essentials and Options module papers (P1–P7)
- Prizes awarded to candidates attaining the highest mark worldwide for papers under the Skills module of the Fundamentals level and Professional level.

Subscribers to ACCA's Tuition Provider Directory may include statements in advertisements, websites and promotional materials regarding national exam placings where this achievement is recognised and the information has been provided to the subscribers to ACCA's Tuition Provider Directory by the relevant ACCA national office.

Statements regarding national exam placings must be clearly distinguished from those relating to ACCA's global prizewinners.

MISREPRESENTATION OF ACCA PRODUCTS, POLICIES AND PROCEDURES

Subscribers to ACCA's Tuition Provider Directory may not include in their advertisements, websites and promotional materials any statement which intentionally or unintentionally misrepresents ACCA's products, policies or procedures and which ACCA deems to be misleading to students, employers or other stakeholders.

DIRECT MARKETING AROUND ACCA EXAM CENTRES

Subscribers to ACCA's Tuition Provider Directory may not undertake any direct marketing activity, including the distribution of leaflets or any other promotional items, within the vicinity of any of ACCA's exam centres before, during or after an examination sitting.

REFERENCES TO EXAMINERS/EXAMINING BODY/MARKERS

Subscription to ACCA's Tuition Provider Directory does not signify approval from ACCA. As such subscribers are not entitled to claim any affiliation with ACCA in advertisements, websites and promotional materials.

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

Any reference to members of staff having current or past experience of the marking process for ACCA exams may not be included in advertisements, websites and promotional materials. Any breach of this regulation may also be pursued by ACCA as breach of contract on the part of the individual concerned.

USE OF ACCA LOGO

Subscribers may not use ACCA's corporate logo under any circumstances.

WEBSITES AND EMAIL ADDRESSES

Subscribers to ACCA's Tuition Provider Directory may include hyperlinks from their website to relevant sections of the ACCA website.

Subscribers to ACCA's Tuition Provider Directory **may not** copy sections of the ACCA website or lift content from it for display on their own website without prior approval from ACCA's student support department. Subscribers to ACCA's Tuition Provider Directory displaying information copied from the ACCA website or using content which is subject to ACCA copyright without permission will be in breach of the advertising regulations.

Subscribers to ACCA's Tuition Provider Directory **may not** create, host or maintain either a website or email address that is deemed by ACCA to have a similar domain name or design to the ACCA website or email addresses or is felt to be an attempt to mislead students into thinking it is an official ACCA website or email address.

Approved Learning Partners

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