



# ADVERTISING POLICY



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## 1. SCOPE

This policy is to support internal and external customers with guidance when advertising products and services with Smart Awards. This Smart Awards policy, unless otherwise apparent from the context, includes advertising on the Smart Awards website and any of its assets. This policy maps to Ofqual general conditions.

## 2. RESPONSIBILITIES

This policy is for qualifications offered by Smart Awards. This policy is for employers, centres and training providers accessing Smart Awards qualifications and related services and all those involved with the delivery and quality assurance of Smart Awards qualifications. Smart Awards has overall responsibility for ensuring this policy complies with our legal and ethical obligations, and that all those under our control comply with it. Smart Awards has the day-to-day responsibility for implementing this policy and for monitoring its use and effectiveness and dealing with any queries on its interpretation.

## 3. GENERAL APPROACH

Smart Awards looks to maximise revenue from advertising and therefore, wherever possible, will advertise its qualifications. Smart Awards accepts no liability for any loss or damage arising out of or in connection to any qualification's advertisement.

## 4. PROHIBITED PRODUCTS, SERVICES AND ADVERTISERS

All advertisers must comply with controls put in place by the ASA (Advertising Standards Authority) which is an independent body set up by the advertising industry to police the rules laid down in advertising codes. The ASA works to ensure that all advertisements are legal, decent, honest and truthful. Smart Awards will advertise and promote the use of its qualifications to its customers in line with the ASA codes of practice.

## 5. STYLE AND CONTENT OF ADVERTISING

Smart Awards has an open approach to styles of advertising. We will not mislead apprentices, employers, or training providers by miss advertisement. Smart Awards does not permit advertising which could reasonably be construed as being either:

- directly or indirectly sexual in nature and/or which features partial or complete nudity and/or which appears to promote or give undue publicity to illegal or inappropriate behaviour or lifestyles.
- Special or political material which is contentious or which conflicts with the Smart Awards policies, values or statutory obligations (for example, equalities legislation)

Smart Awards will approach apparent humour in submitted advertising with the utmost caution since humour can sometimes directly or indirectly be seen as mocking specific groups of individuals or potentially poking fun at particular types of individuals or their behaviour or in relation to various situations. However, Smart Awards will permit 'innocent humour', providing Smart Awards considers there is no likely innuendo or subtext which might cause offence.

Where an image or text is used that make any individual(s) recognizable, consent must be obtained from those individuals who must also understand that they may withdraw their consent at any time

## 6. REVIEW OF THIS POLICY

This policy is reviewed and revised annually in response to feedback, changes in legislation and guidance from the regulators/external quality assurers.

## 7. PROCESS FOR LEAD TRAINING PROVIDER ADVERTISEMENT

| Process Step Description                             | Process  | Person Responsibility                                   | Organisation Responsibility    |
|------------------------------------------------------|----------|---------------------------------------------------------|--------------------------------|
| Submit marketing brief for approval                  | Process  | Employer and Training provider Manager                  | Employer and Training provider |
| Review marketing content                             | Process  | COO                                                     | Smart Awards                   |
| Approve or do not approve marketing content          | Decision | COO holds responsibility for making corporate decisions | Smart Awards                   |
| Communicate outcome to Lead Training provider        | Process  | COO                                                     | Smart Awards                   |
| Review Employer & Training provider website annually | Process  | EQA                                                     | Smart Awards                   |
| Stop                                                 | End      | COO                                                     | Smart Awards                   |

## 8. OFQUAL GENERAL CONDITIONS

B5.2: An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) make any statement that would be likely to lead Users of qualifications to believe that a qualification it makes available is a regulated qualification when it is not a regulated qualification.

B5.2: An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) advertise or promote its qualifications in a manner that is likely to be misleading to Users of qualifications.

E2.3; An awarding organisation must ensure that each qualification which it makes available, or proposes to make available, has a title which it uses consistently in its advertising and in its communications with Users of qualifications.

## 9. SQA ACCREDITATION PRINCIPLES

Principle 7. The awarding body must have an effective approach for communicating with its staff, stakeholders and SQA Accreditation.

