



ADVERTISING POLICY



Version Number	Date	Purpose of Change	Classification	Sign Off
V4.1	09/10/2025	Merge of EPA and Awarding policy new content and formatting	Public	Lesley Barr

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1. SCOPE

1.1. 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

2.1 This policy applies to all qualifications and services offered by Smart Awards and covers employers, centres, and training providers involved in the delivery, promotion, and quality assurance of Smart Awards qualifications.

2.2 Smart Awards holds overall responsibility for ensuring compliance with this policy, including adherence to legal and ethical obligations.

2.3 The Chief Operating Officer (COO) and the Marketing Team are responsible for implementing this policy, monitoring its effectiveness, and responding to queries regarding its interpretation or application.

3. GENERAL APPROACH

3.1 Smart Awards aims to promote its qualifications and services responsibly while maximising the value derived from advertising opportunities.

3.2 All advertising activities must accurately represent Smart Awards qualifications and services. Smart Awards does not accept liability for any loss or damage arising from, or in connection with, any qualification advertisement.

4. PROHIBITED PRODUCTS, SERVICES AND ADVERTISERS

4.1 All advertising must comply with the Advertising Standards Authority (ASA) regulations and the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code).

4.2 Smart Awards will ensure that all advertisements are legal, decent, honest, and truthful.

4.3 Smart Awards will not accept advertising that:

- Is misleading or deceptive in any way.
- Is directly or indirectly sexual in nature, features partial or complete nudity, or promotes illegal or inappropriate behaviour.
- Contains political, religious, or contentious material that conflicts with Smart Awards' values, policies, or statutory obligations (e.g., equalities legislation).
- Objectivity (No Delivery of Operator Training). Centres shall not advertise, promote, or imply that the AB delivers or provides operator training. All marketing materials, communications, and public information issued by training organisations must clearly avoid any reference that could suggest the AB is involved in the delivery of operator training. Arrangements shall be maintained so that an independent auditor would find no evidence (including advertisements, customer reports, or training records) indicating that the AB delivers operator training.

4.4 Advertising that uses humour must be reviewed carefully to ensure it does not mock or marginalise any individual or group. Only humour deemed appropriate and inoffensive ("innocent humour") will be permitted.

4.5 Any advertisement that includes recognisable individuals must have documented consent from those individuals. Consent may be withdrawn at any time upon request.

5. STYLE AND CONTENT OF ADVERTISING

5.1 Smart Awards encourages creativity in advertising but requires that all materials maintain professional standards and uphold the integrity of the Smart Awards brand.

5.2 All advertising must:

- Clearly and accurately represent Smart Awards qualifications and services.
- Use appropriate tone, language, and imagery consistent with Smart Awards' values.
- Avoid any form of discrimination, bias, or offensive content.

5.3 The Marketing Team reserves the right to amend, reject, or withdraw any advertisement that fails to meet these standards.

6. REVIEW OF THIS POLICY

6.1 This policy will be reviewed annually by Smart Awards to ensure its continued relevance and compliance with legislation, regulatory guidance, and feedback from stakeholders and external quality assurers.

7. PROCESS FOR LEAD TRAINING PROVIDER ADVERTISEMENT

Process Step Description	Process	Responsibility	Activity
Submit marketing brief for approval	Process	Marketing Administrator	Receive and log content
Review marketing content	Process	Marketing Administrator	Review ensure content meets Smart Awards brand
Approve or do not approve marketing content	Decision	COO	Approve and provide feedback
Communicate outcome	Process	Marketing Administrator	Issue decision
Annual review	Process	Marketing Administrator	Verify compliance
Stop	End	Marketing Administrator	Archive and close record

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.

PR1.1 An awarding organisation must conduct its activities in a way that is designed to facilitate its adherence to the following principles:

- (a) Principle 1 – An awarding organisation must act with honesty and integrity.
- (d) Principle 4 – An awarding organisation must act in a way that maintains and, where possible, promotes public confidence in qualifications.

9. OFQUAL APPRENTICESHIP CONDITIONS

9.1. 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.

10. QUALIFICATIONS SCOTLAND ACCREDITATION PRINCIPLES

10.1 Principle 2 – Integrity of information and communications - All information and communication must be accurate, transparent, and not misleading.

10.2. Principle 12 – Communication with stakeholders - The awarding body must ensure effective and accurate communication with stakeholders.