



PUBLIC INFORMATION, MARKETING AND AGENTS POLICY

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UK Versity Online Limited | BAC Accredited College | UKPRN 10052768

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Policy owner	Centre Coordinator
Author	Director of Education
Approved by	Principal (Ramanjeet Singh), on behalf of the Academic Board
Approval date	1 October 2026

Public Information, Marketing and Agents Policy

UK Versity Online Limited | ATHE 889 | Pearson 07737 | OTHM DC1506132 | Ascentis 3286 | NCFE 8465520 | IFA Direct 283334

Document control

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Version	3.0
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Effective date	1 October 2026
Next review	September 2027 (annual), or earlier if required
Owner	Centre Coordinator
Author	Director of Education
Approval authority	Academic Board, chaired by the Principal (Ramanjeet Singh)
Approval date	1 October 2026
Applies to	All UK Versity staff, contractors and recruitment agents who produce, approve or publish information about UK Versity or its courses
Supersedes	Public Information Policy (QA-16, November 2014); marketing and recruitment-information sections of the Learner Recruitment and Enrolment Policy (QA-22)
Summary	Sets the rules for accurate, lawful and evidenced public information, marketing, reviews and use of recruitment agents, and for publishing UK Versity policies on the website.

Compliance mapping

BAC College Scheme 2023 standards	4.1-4.5; 5.7
UK Quality Code 2024 (voluntary)	Principle 9
OfS conditions (benchmark only; not OfS registered)	C1, C5 (benchmark)
Awarding organisations	ATHE; Pearson; OTHM; Ascentis; NCFE; IFA Direct
Legislation and regulation	Digital Markets, Competition and Consumers Act 2024 Part 4; Consumer Rights Act 2015; Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013; Equality Act 2010; UK GDPR and Data Protection Act 2018; Privacy and Electronic Communications Regulations 2003

Version history

Version	Date	Change
1.0	November 2014	First issue as Public Information Policy (QA-16)

Version	Date	Change
3.0	October 2026	Full rebuild: public information, marketing and agents combined; approved accreditation and regulation wording; DMCC Act 2024 consumer protection and fake review rules; course page minimum information; agent management; BAC/QAA/OfS mapping and version control

1. Purpose

This policy sets out how UK Versity Online Limited (trading as UK Versity) produces, approves, publishes and reviews information about itself and its courses. It covers the website, course pages, prospectuses, social media, advertising, emails, messaging, press statements, and information given by staff and recruitment agents.

The aim is simple. Anyone deciding whether to study with UK Versity must be able to rely on what we tell them. Information must be accurate, current, complete enough to support an informed decision, and lawful.

2. Scope

This policy applies to:

- all public information about UK Versity, in any format or channel;
- all staff who write, approve or publish that information, and any contractor producing marketing for UK Versity;
- all recruitment agents and referral partners acting for UK Versity, in the UK or overseas;
- information about qualifications from all awarding organisations UK Versity works with: ATHE (Awarding body for Training and Higher Education), Pearson Education Ltd (Pearson BTEC, including BTEC Higher Nationals), OTHM Qualifications, Ascentis (including Access to HE Diplomas, validated under the QAA Access to HE scheme), NCFE (including qualifications under the NCFE CACHE brand, and NCFE Functional Skills) and Institute of Financial Accountants (IFA) qualifications delivered through IFA Direct, administered in partnership with ATHE.

Information given to an individual applicant during admission is also covered by the Recruitment and Admission Policy (UKV-QA-05).

3. Definitions

- **Public information:** any information about UK Versity, its status, its courses, its fees or its outcomes that is available to the public or to applicants.
- **Marketing communication:** any advert, post, email, message, video, flyer or web page intended to promote UK Versity or its courses.
- **Recruitment agent:** an individual or organisation, other than a UK Versity employee, that introduces applicants to UK Versity in return for a fee, commission or other benefit.
- **Claim:** any statement of fact about UK Versity that a reader could rely on, for example about accreditation, completion rates, graduate numbers, awards, reviews or progression.

4. Policy statement and principles

UK Versity will:

1. publish only information that is accurate, current and can be evidenced;
2. describe its accreditation and regulatory status using the approved wording in section 5;

3. show the full cost of every course, including all mandatory fees, before an applicant commits;
4. publish genuine reviews and testimonials only, and never create, buy or selectively suppress reviews;
5. treat information given by a recruitment agent as if UK Versity had given it, and manage agents under written agreements;
6. publish all current policies on its website, and on Moodle for enrolled learners;
7. correct any inaccurate information promptly once it is identified.

UK Versity is a college. It must never describe itself as a university or imply that it awards degrees.

5. Accuracy of claims and approved wording

5.1 Accreditation and regulation

Staff and agents must use the following wording. Variations need the written approval of the Principal and Director of Education.

Topic	Approved wording	Not permitted
BAC accreditation	"UK Versity is accredited by the British Accreditation Council as a College."	"BAC-approved university", "BAC-regulated", any suggestion BAC awards qualifications
Qualifications	"Our qualifications are Ofqual-regulated qualifications on the Regulated Qualifications Framework (RQF)."	"Ofqual-regulated college", "UK Versity is regulated by Ofqual", "Ofqual-approved centre"
Centre status	"UK Versity is an approved centre of OTHM Qualifications." (naming in full the awarding organisation for the course concerned)	Claiming approval for a qualification UK Versity is not approved to deliver
Higher education status	"UK Versity aligns voluntarily with the UK Quality Code for Higher Education (2024)."	Any claim of Office for Students (OfS) registration, QAA review or QAA approval, degree-awarding powers or university status
Access to HE	"Access to HE Diploma awarded by Ascentis, validated under the QAA Access to HE scheme."	Suggesting UK Versity itself is QAA-approved

UK Versity is not registered with the Office for Students. QAA stopped being the Designated Quality Body in England on 31 March 2023. Any mention of the OfS or QAA must be limited to the facts above.

5.2 Outcome, performance and reputation claims

Claims about completion or achievement rates, learner numbers, graduate numbers, satisfaction scores, review ratings, awards, employer sponsors or university progression agreements may be published only if:

1. the Centre Coordinator holds dated evidence for the claim (for example a data extract, award certificate or signed agreement);
2. the claim states the period or year it relates to where that affects its meaning, for example the year an award was received;
3. the evidence has been checked within the last 12 months; and
4. the claim does not mislead by omission, for example by quoting a completion rate that excludes withdrawn learners without saying so.

A claim that cannot be evidenced is removed. Progression statements must make clear that entry to a university course is decided by that university.

5.3 Qualification information

Qualification titles, levels, credit values and qualification numbers must match the awarding organisation's current specification and the Ofqual Register of Regulated Qualifications. Equivalence statements (for example "equivalent to the first year of a degree") must reflect the RQF level and the awarding organisation's own published description, and must not imply that the learner will receive a degree.

When a qualification is withdrawn or UK Versity stops offering it, it is removed from all marketing within 5 working days of the decision, in line with the Learner Protection and Qualification Withdrawal Policy (UKV-QA-04).

6. Course page minimum information

Every course page on www.ukversity.co.uk, and every prospectus or course information sheet, must show:

1. the awarding organisation, named in full;
2. the qualification title exactly as regulated, and the Ofqual qualification number;
3. the RQF level;
4. credit value and Total Qualification Time (TQT), where the specification states them;
5. typical study duration and the registration period;
6. the full cost, including course fee, awarding organisation registration fee, assessment and certification fees, and any resubmission or reassessment fees, with any payment plan terms and the total payable under each plan;
7. entry requirements, including minimum age and English language requirement (see UKV-QA-05);
8. delivery mode (online on Moodle, with live online tutor sessions), and assessment method (assignment-based, or external assessment for NCFE Functional Skills);
9. digital requirements: a suitable device, reliable internet access, a current web browser, word processing software and an email account;
10. a link to key policies, including fees, cancellation and refunds (UKV-QA-08), learner terms and conditions (UKV-QA-09), complaints (UKV-QA-24), appeals (UKV-QA-23) and support for learners with additional needs (UKV-QA-32). Marketing must not promise support for additional needs that UKV-QA-32 says UK Versity cannot provide.

Headline prices must include all mandatory fees. Unavoidable charges must not be added later in the enrolment process. Optional extras must be clearly identified as optional.

Pre-contract information, including the 14-day cancellation right, is set out in the Fees, Payment, Cancellation and Refund Policy (UKV-QA-08) and the Learner Terms and Conditions (UKV-QA-09).

7. Consumer protection and fair marketing

UK Versity's marketing must comply with Part 4 of the Digital Markets, Competition and Consumers Act 2024 (DMCC Act), which replaced the Consumer Protection from Unfair Trading Regulations 2008 from 6 April 2025, and under which the Competition and Markets Authority can enforce consumer law directly.

Staff and agents must not:

- make misleading statements or leave out information an applicant needs to make an informed decision;
- use false urgency, for example stating that a price or place ends on a date when it does not;
- use aggressive practices, such as repeated pressure to enrol or to pay before an applicant has had time to consider the information;
- present a discount against a price that has not genuinely been charged;

- give the impression that a qualification carries recognition, accreditation or rights it does not have;
- use any of the practices the DMCC Act bans outright.

Direct marketing by email, SMS or messaging is sent only where UK Versity has a lawful basis under UK GDPR and the Privacy and Electronic Communications Regulations 2003. Every marketing message includes a simple way to opt out, and opt-outs are actioned within 5 working days. Advertising follows the UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (CAP Code).

8. Reviews and testimonials

The DMCC Act bans fake consumer reviews and misleading presentation of reviews. UK Versity will:

1. publish or invite only reviews from people who have genuinely studied with UK Versity;
2. never write, commission or buy reviews, or ask staff, agents, friends or family to post reviews;
3. never offer a learner an incentive for a review unless the incentive is disclosed on the review and does not depend on the review being positive;
4. never suppress, delete or hide negative reviews on channels it controls, other than those that are unlawful, abusive or identify another person;
5. show review ratings with their source and the date or period they cover;
6. obtain written consent before using a learner's name, image or testimonial, and remove it on request within 10 working days.

The Centre Coordinator keeps a record of the review platforms UK Versity uses and checks them each quarter.

9. Use of awarding organisation names and logos

Awarding organisation names and logos are used only:

- for qualifications UK Versity is currently approved to deliver with that awarding organisation;
- in the form and colours each awarding organisation permits, following its current brand or logo guidance and centre agreement;
- in a way that does not suggest the awarding organisation endorses UK Versity beyond its centre approval.

If approval for a qualification or with an awarding organisation ends or is suspended, the logo and all references are removed from UK Versity materials within 5 working days. The BAC accreditation mark is used only in line with BAC's rules for accredited providers.

10. Recruitment agents

UK Versity uses recruitment agents to reach some applicants, including applicants overseas. UK Versity is responsible for what its agents say and do on its behalf.

10.1 Appointment

1. The Centre Coordinator carries out due diligence before appointing an agent: identity and registration of the business, references, and a check that the agent is not subject to adverse findings.
2. The agent signs a written agreement with UK Versity before recruiting. The agreement sets out: the courses covered, approved materials, the information the agent must give applicants, commission terms, fee handling, data protection responsibilities, conduct standards, monitoring arrangements and termination for breach.

3. The Principal approves each agent agreement. The Centre Coordinator keeps an Agent Register listing every current agent, agreement date and review date.

10.2 Training and approved materials

Before recruiting, each agent completes UK Versity agent training covering this policy, the approved wording in section 5, course entry requirements, fees and cancellation rights, equality and data protection. Training is refreshed at least annually and when policies change. Agents may use only materials supplied or approved in writing by UK Versity. Agents must not create their own websites, adverts or social media posts using UK Versity's name without written approval.

10.3 Conduct rules

Agents must:

- give applicants the same information UK Versity publishes, including full costs and the 14-day cancellation right;
- refer every application to UK Versity. Only UK Versity makes admission decisions;
- never collect fees or deposits except where the written agreement expressly allows it, and then only the amounts stated, with a UK Versity receipt issued to the learner;
- never charge applicants any additional fee for applying to UK Versity;
- never complete application forms, assessments or declarations on an applicant's behalf;
- never give immigration advice or suggest that a UK Versity distance learning course gives any right to enter or remain in the UK;
- handle personal data only as the agreement and UK GDPR allow.

10.4 Monitoring

The Centre Coordinator reviews each agent at least annually, and at any time a concern arises, using: complaints, cancellations within the 14-day period, early withdrawals, non-engagement after enrolment, and checks on the agent's published materials. UK Versity may contact learners recruited through an agent to confirm what they were told. Findings are reported to the Senior Management Team.

10.5 Complaints about agents

Applicants and learners can complain about an agent to UK Versity under the Complaints Policy and Procedure (UKV-QA-24). UK Versity investigates the complaint as if it were about its own staff. Where an agent has misled an applicant, UK Versity will put the learner back in the position they would have been in, including cancelling the enrolment and refunding fees where appropriate. UK Versity may suspend or end an agent agreement immediately for serious or repeated breach.

11. Approval and publication of information

1. The author of any new public information checks it against this policy and the course specification.
2. The Course Coordinator checks academic content (units, levels, credits, assessment method).
3. The Financial Controller checks every price and payment term.
4. The Centre Coordinator approves the item for publication and records the approval.
5. Statements to the press or media are issued only with the approval of the Principal and Director of Education.

Social media use by staff follows the Acceptable Use, E-Safety, Email and Social Media Policy (UKV-QA-30).

12. Publication of policies

All current UK Versity policies in this suite (Version 3.0) are published on the policies page of www.ukversity.co.uk and on Moodle (lms.ukversity.co.uk), in line with BAC standard 4.5. When a policy is approved or revised, the Quality Manager arranges for the website and Moodle versions to be updated within 10 working days, and the Policy Register (UKV-QA-REG) is updated to match. Policies are available in alternative formats on request to admin@ukversity.co.uk.

13. Corrections

Anyone who finds inaccurate public information must report it to the Centre Coordinator. Errors are corrected within 5 working days, or within 1 working day where they concern fees, accreditation or regulatory status. If an applicant or learner may have relied on the error, the Centre Coordinator informs the Principal, and UK Versity contacts the affected people and puts right any disadvantage.

14. Roles and responsibilities

Role	Responsibility
Principal and Director of Education	Overall accountability for public information; approves agent agreements, press statements and any variation to approved wording
Centre Coordinator	Owns this policy; approves public information; keeps the evidence file for claims, the Agent Register and the review platform record; monitors agents
Course Coordinator	Checks academic content on course pages and course information
Financial Controller	Checks prices, fees and payment plan information
Quality Manager	Publishes approved policies on the website and Moodle; keeps the Policy Register
Registrar	Confirms qualification numbers, registration periods and awarding organisation fees
All staff and agents	Use approved wording and materials; report inaccurate information

15. Related policies and legislation

- UKV-QA-04 Learner Protection and Qualification Withdrawal Policy
- UKV-QA-05 Recruitment and Admission Policy
- UKV-QA-08 Fees, Payment, Cancellation and Refund Policy
- UKV-QA-09 Learner Terms and Conditions (Contract of Study)
- UKV-QA-23 Appeals Policy and Procedure
- UKV-QA-24 Complaints Policy and Procedure
- UKV-QA-26 Equality, Diversity, Inclusion and Anti-Harassment Policy
- UKV-QA-29 Data Protection and Records Retention Policy
- UKV-QA-30 Acceptable Use, E-Safety, Email and Social Media Policy
- Digital Markets, Competition and Consumers Act 2024, Part 4 (CMA direct enforcement from 6 April 2025)
- Consumer Rights Act 2015
- Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013
- Equality Act 2010

- UK GDPR and Data Protection Act 2018, as amended by the Data (Use and Access) Act 2025
- Privacy and Electronic Communications Regulations 2003
- CAP Code (UK Code of Non-broadcast Advertising and Direct and Promotional Marketing), current edition
- BAC College Scheme 2023, standards 4.1 to 4.5 and 5.7
- QAA UK Quality Code for Higher Education (2024), Principle 9: Recruiting, selecting and admitting students
- OfS conditions C1 and C5, used as voluntary benchmarks only

16. Monitoring and review

The Centre Coordinator audits every live course page against section 6 at least once a year, and whenever an awarding organisation changes a qualification specification or fee. The Centre Coordinator also reviews the evidence file for claims, the Agent Register and agent monitoring results each year. A summary covering corrections made, complaints about information or agents, and agent reviews is reported to the Academic Board annually.

This policy is reviewed at least annually, and earlier if legislation, awarding organisation requirements, BAC standards, an EQA or inspection action, or a significant incident requires it. Agent agreements, training records and approval records for public information are kept for 6 years after the agreement ends or the material is withdrawn.

Approval and review

Stage	Name and role	Date
Prepared by	Director of Education	30 September 2026
Checked by (policy owner)	Centre Coordinator	30 September 2026
Approved by	Ramanjeet Singh, Principal and Director of Education, on behalf of the Academic Board	1 October 2026
Next review due	Quality Manager (Shazia Khan) to schedule through the Policy Register UKV-QA-REG	September 2027