

Using Your CPD Accreditation

A guide for accredited providers

CPD Standards Board
www.cpdstandardsboard.com

This document sets out what you may and may not do once a programme has been accredited by the CPD Standards Board. It applies to your course materials, certificates, website, printed marketing, social media, and any listing of your programme on a third party platform.

Please read it before you publish anything referring to your accreditation. If you are unsure whether a particular statement is permitted, ask us before you use it.

1. What accreditation is, and what it is not

Accreditation confirms that a specific programme has been assessed against our standards and met them. It says something about that programme, on the date it was assessed.

It is not a qualification, and it does not sit within any national or regulated qualifications framework. It is not a licence to practise. It is not an endorsement of your organisation, your commercial claims, or your business generally. It does not mean the CPD Standards Board regulates, supervises, licenses or partners with you.

Accreditation attaches to the course, not to the provider. Registering with us as a provider does not accredit anything by itself. Each course, webinar, event or podcast is assessed individually and accredited on its own merits.

2. What you may say

The following statements are permitted for any programme that currently holds accreditation.

- This programme is CPD accredited by the CPD Standards Board.
- CPD accredited by the CPD Standards Board.
- CPD accredited by the CPD Standards Board. 12 CPD credits.
- This programme has been independently assessed and accredited by the CPD Standards Board.
- Participants who complete this programme receive a CPD certificate confirming 12 CPD credits.
- Accredited by the CPD Standards Board, an independent CPD accreditation body working with providers internationally.

Substitute the correct credit figure for your programme. Always name the CPD Standards Board in full at least once in any piece of marketing. "CPD accredited" on its own, with no accrediting body named, is not sufficient.

Where materials stay in circulation for a period, such as printed brochures, downloadable PDFs or web pages, state the expiry date alongside the claim. For example: "CPD accredited by the CPD Standards Board until 14 August 2027." This protects you as much as it protects us, because it makes clear to

anyone reading later that the claim was current when it was published.

3. What you must not say

Qualification language

You must not describe an accredited programme as a diploma, certificate or award in a way that combines with the accreditation. The following are prohibited:

- CPD Accredited Diploma
- CPD Accredited Certificate
- Accredited CPD Diploma
- CPD Diploma
- Any variation combining our accreditation with a credential title

Award, Certificate and Diploma are terms used for regulated qualifications in the United Kingdom, where they denote a defined size and level. CPD accreditation carries neither. Combining the terms suggests a formal qualification status your programme does not have.

If you wish to call your own product a diploma, that is a commercial decision for you. The two claims must remain separate and must not appear as a single phrase.

You must not attach a level to an accredited programme. "Level 3", "Level 5" and similar are regulated framework terms and must not be used in connection with your accreditation.

Claims of international or regulatory standing

The following are prohibited:

- Internationally CPD accredited
- Internationally accredited diploma or certificate
- Globally recognised CPD qualification
- Any statement that your programme is recognised, approved or accepted by a named regulator, professional body, government department or awarding organisation, unless that body has confirmed it to you in writing and you can produce that confirmation on request

We work with providers in many countries. That describes us. It says nothing about the standing of your programme in any particular jurisdiction, and it must not be presented as though it does.

Claims about your organisation

Because accreditation attaches to the course, you must not describe your organisation as accredited, approved or certified by us. The following are prohibited:

- We are a CPD accredited provider
- An accredited training organisation
- CPD approved company
- In partnership with the CPD Standards Board
- Endorsed by the CPD Standards Board

You may say that you are a registered provider with the CPD Standards Board and that named programmes hold accreditation.

Claims about your learners

Completion of an accredited programme does not qualify, certify or license anyone. You must not describe learners who complete as certified, qualified, licensed or chartered practitioners on the strength of the accreditation.

Claims made before accreditation is granted

You must not refer to accreditation in any form until the programme has passed assessment and we have notified you. The following are prohibited:

- CPD accreditation pending
- CPD accreditation applied for
- Currently undergoing CPD accreditation
- Awaiting CPD accreditation

Submitting a programme and paying the assessment fee gives you no entitlement to make any accreditation claim. Assessment may conclude that the programme does not meet the standard.

Comparative and superlative claims

You must not use your accreditation to make comparative claims about other providers or programmes. The following are prohibited:

- The only CPD accredited programme in a named country, region or sector
- The most CPD credits available
- The highest level of CPD accreditation
- Premium, gold, platinum or similar descriptions of your accreditation

We do not operate tiers, grades or levels of accreditation. A programme is either accredited or it is not.

4. Using our logo

The accreditation logo is issued to you on accreditation, together with the artwork files.

You may use it on materials for the specific accredited programme, on the page of your website describing that programme, and on certificates issued through our portal.

You must not:

- Use it on any programme that has not been accredited
- Use it on corporate letterhead, business cards, email signatures, invoices, or your website homepage where it would read as accreditation of the organisation
- Alter it in any way, including recolouring, stretching, rotating, cropping or adding text
- Combine it with your own marks to create a composite logo
- Display it more prominently than your own branding, or position it so as to suggest we wrote or delivered the content

- Continue using it after accreditation expires or is withdrawn

On expiry or withdrawal you must remove the logo and all accreditation claims from every location where they appear. That includes your website, downloadable brochures, slide decks, social media profiles, and any third party listing or directory carrying your programme.

5. Issuing certificates

Certificates must be generated through the CPD Standards Board portal. You must not produce your own certificates carrying our name, logo or credit figures.

Certificates may only be issued to people who have actually completed the accredited programme. You must not:

- Issue certificates to people who did not attend or complete
- Issue certificates in bulk in advance of delivery
- Backdate certificates
- Alter a certificate after it has been generated, including the credit figure, the certificate number or the participant name
- Sell certificates separately from the learning

Each certificate carries a unique number that anyone can verify through the verification engine on our website. You should tell participants that their certificate can be verified, and give them the address.

You must keep an accurate record of who completed each programme and on what date, and be able to produce it if we ask.

A monthly certificate allowance applies to each accredited provider. Certificates above that allowance are chargeable. The current allowance and charge are set out in the fee schedule.

6. CPD credits

Your programme is allocated a maximum credit value on accreditation, calculated at two credits per hour of programme content. A six hour programme is therefore allocated a maximum of twelve credits.

You may award fewer credits than the maximum if you consider it appropriate. You must never award more, and you must not describe the programme as carrying more credits than it has been allocated.

Credits are CPD credits. They are not academic credits, they do not carry a level, and they do not transfer into any qualification framework.

7. What your accreditation covers

Accreditation covers the version of the programme that was assessed, delivered by you.

Changes to content. Minor updates during the accreditation period do not require resubmission. If the content changes substantially, the revised programme must be submitted for reassessment before you continue to present it as accredited.

Translation. If you deliver the programme in a language other than the one assessed, the translated version must be submitted for assessment. A translation is a different set of materials and we cannot confirm it meets the standard without seeing it.

Who delivers it. Accreditation is not tied to a named trainer. Any of your own people may deliver an accredited programme, and it is your responsibility to satisfy yourself that they are competent to do so.

Delivery by other organisations. Accreditation is not transferable between organisations. If the programme is delivered by a franchisee, licensee, reseller, partner organisation or any other separate entity, that delivery is not covered. Tell us before entering any such arrangement so we can advise what is needed.

Bundles and packages. Accreditation covers the individual programme as assessed. If you sell it within a bundle, package, pathway or membership alongside other content, you must not present the bundle as accredited. You may state which programme inside it holds accreditation.

Related and derivative courses. Accreditation does not extend to other courses sharing a name. Advanced, foundation, masterclass, refresher, short and extended versions are separate programmes and must be submitted separately. You must not use a variation of an accredited programme's name to suggest that a different course is covered.

Change of ownership. If your organisation is sold, merged or restructured, tell us. Accreditation does not automatically pass to a new owner.

What you must tell us about. You must notify us within fourteen days if any of the following happens during the accreditation period:

- You become aware that content in the accredited programme is materially inaccurate or out of date
- A professional registration on which the accreditation depends lapses, is suspended or is withdrawn, including the registration required for medical and clinical programmes
- Your organisation becomes subject to regulatory action, investigation or insolvency proceedings
- You stop delivering the programme

Where accreditation was granted on the basis of a professional registration that no longer exists, the accreditation ends on the date that registration ended.

8. Expiry and renewal

Accreditation is valid for twelve months from the date of award. We will remind you before it expires.

If you do not renew, you must stop presenting the programme as accredited from the expiry date, and stop issuing certificates for it. Certificates properly issued during the valid period remain valid and verifiable, and learners keep the credits they earned.

9. Learner data

You are responsible for the personal data of your learners, including obtaining any consent needed before entering their names into our certificate portal, and for handling that data lawfully in your own jurisdiction.

10. Complaints from learners

Because our name appears on the certificate, learners sometimes come to us about a programme. If we receive a complaint that a programme was misrepresented, that certificates were issued improperly, or that content was inaccurate, we will put it to you and give you a reasonable period to respond.

We do not arbitrate commercial disputes between you and your learners, and we do not deal with refunds, scheduling or customer service. Our interest is limited to whether the programme still meets the standard on which it was accredited, and whether the accreditation has been represented accurately.

Where a complaint suggests it has not, we will deal with it under section 11.

11. Misuse

Where we find that accreditation has been misrepresented, we will contact you and set a deadline for correction. Where the misuse is serious, repeated, or not corrected by that deadline, we will withdraw accreditation. Withdrawal takes effect immediately and requires you to remove all accreditation claims and logo use.

Certificates issued in breach of this document, including certificates issued to people who did not complete the programme, will be revoked and will no longer verify.

We may publish confirmation that a programme is no longer accredited, and we may decline future submissions.

12. Appeals

If we withdraw accreditation and you believe the decision is wrong, you may appeal.

Write to us within fourteen days of being notified, setting out why you think the decision was mistaken and enclosing any evidence you want considered. The appeal will be reviewed by someone who was not involved in the original decision. We will give you the outcome in writing, with reasons, within twenty working days.

Withdrawal stands while an appeal is under review. If the appeal succeeds, accreditation is reinstated from the date of the original withdrawal and any certificates revoked as a result are restored.

The appeal decision is final.

13. Questions

If you are not sure whether something is permitted, ask us first. We would far rather answer a question in advance than ask you to reprint your materials.

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