

Marketing Gateway Qualifications Products and Services – Guidance

When marketing Gateway Qualifications products and services, Recognised Centres must ensure that all marketing communications and materials comply with all applicable laws and guidance. This includes, but is not limited to, the Digital Markets, Competition and Consumers Act, the Consumer Rights Act 2015, and the CMA Unfair commercial practices guidance.

Key steps for compliance

Recognised Centres must ensure that the marketing and communications for a qualification accurately describe the qualification in sufficient detail for potential learners to make an informed decision about whether the qualification meets their needs. Information about the qualification must be clearly displayed and sufficiently detailed to allow potential learners to make an informed decision.

Recognised Centres must take the following steps (noting that these are not exhaustive):

1. The fees for the qualification must be clear and accurate. Any optional or additional charges must be clearly identified at the outset.
2. The Recognised Centre must not make any false, misleading or unsubstantiated claims about the qualification.
3. The Recognised Centre must not use any aggressive sales tactics or imply to potential learners that there is any false urgency in signing up to the qualification.
4. The Recognised Centre must not exploit a learner's vulnerability or lack of experience in higher education when the Recognised Centre is marketing the qualifications.
5. The Recognised Centre must ensure that all personnel who are involved in the marketing of the qualifications are aware of their obligations under consumer protection law.
6. Gateway Qualifications may provide marketing materials to Recognised Centres from time to time. The Recognised Centre must use these materials in accordance with any guidance provided by Gateway Qualifications.
7. The terms a Recognised Centre enters into with its learner must be fair, balanced, and clear.
8. Recognised Centres must not use or display any false or misleading reviews of the qualification.

The guidance set out above is not exhaustive, and each Recognised Centre should independently ensure that it understands and complies with applicable consumer legislation.