

Complaints and Feedback Policy

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v2.0	06-2026	Replacement of previous policy for alignment with NCFE

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1. Policy principles

We are committed to providing high-quality products and services to our customers and learners. We value feedback and complaints as an opportunity to improve our services and ensure customer satisfaction. We strive to provide a fair, efficient, and effective process for handling feedback and complaints to resolve any issues in a timely and satisfactory manner.

2. Introduction

This policy applies to all customers of Active IQ, including learners, centres, employers, and other stakeholders. It applies to all products and services offered by Active IQ, including but not limited to, qualifications, assessments, accreditation, certification, customer service, resources, website, digital platforms and online services, marketing and communications, policies, and procedures.

2.1. Purpose

The purpose of this policy is to provide a clear and consistent approach for customers to provide feedback or raise complaints about our products and services, and to outline the process by which we will handle and respond to such feedback and complaints. This policy explains how you can raise feedback or a complaint, how we handle it, and what you can expect from us.

2.2. Scope

This policy covers all feedback and complaints relating to Active IQ products and services, including but not limited to:

- **Qualifications and assessments:** any issues relating to the content, format, delivery, or assessment of qualifications or end-point assessments offered by Active IQ
- **Accreditation and certification:** any issues relating to the accreditation or certification process
- **Customer service:** any issues relating to the service we provide
- **Resources:** the physical and virtual resources we provide to support with the delivery of our qualifications
- **Website, digital platforms, and online services:** any issues relating to the functionality, usability, and accessibility of our website and other online services

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- **Marketing and communications:** any issues relating to the accuracy, relevance, and effectiveness of our marketing, communication materials, webinars, and events, for example
- **Policies and procedures:** any issues relating to the clarity, fairness, and effectiveness of our policies and procedures.

This policy does not cover:

- requests for information under the Data Protection Act 2018
- requests made under the Freedom of Information Act 2000
- complaints raised under whistleblowing, which will be handled in line with our Whistleblowing Policy and may follow a separate confidential process.

2.3. Responsibilities/duties

All Executive members, directors, and heads of department are responsible for ensuring this policy is implemented effectively within their areas of responsibility.

2.4. Definitions

Word/acronym	Definition
Complaint	A complaint is an expression of dissatisfaction with our products or services. Complaints can be submitted in writing, by email, telephone, live chat, or in person.
Feedback	Feedback is a comment about our products or services that does not indicate dissatisfaction. Feedback may be provided by email, phone, live chat, surveys, or in person and may be used to inform improvements. If feedback later becomes an expression of dissatisfaction, it will be treated as a complaint.
Record	Document stating results or evidence of activities performed

2.5. Location

Accessible on Active IQ website,

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3. Process

All feedback and complaints will be treated confidentially and will be handled in accordance with the Data Protection Policy. Personal data will be collected, used, and retained in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

It is important to note that throughout the complaint process, customers will be treated with respect, and their complaints will be handled in a confidential and impartial manner. We will ensure that all complaints are thoroughly investigated and that appropriate actions are taken to resolve the issue.

Additionally, we will maintain a record of feedback and complaints received and will use this information to identify any trends and areas for improvement in our products and services. This information will also be used to measure our performance in addressing and resolving complaints and to make sure that the complaints process is working effectively.

3.1. Providing feedback

Customers can provide feedback through various channels such as email, phone, feedback surveys, online chat, or in person. Where appropriate, we may contact you regarding your feedback to gain more information. We will regularly review feedback trends, using the information to make improvements to our products and services.

3.2. Submitting a complaint

Centres are encouraged to submit complaints via email, phone, written correspondence, live chat, feedback surveys, or in person during an arranged event or centre visit. To help us resolve complaints promptly, complainants should provide key details including dates, times, names of any individuals involved, relevant documentation, and the outcome they are seeking.

NB: Learner complaints about qualifications, assessments, or services should be submitted to us only after the learner has exhausted their centre's complaints process and can provide evidence of the final outcome. If this evidence has not been provided, we will direct the learner back to their centre. We will accept learner complaints without such evidence where there is a clear reason (for example, safeguarding concerns, discrimination, or

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whistleblowing). In such cases, we will seek the learner's consent to liaise with the centre and document the reason why the centre process was not followed.

3.3. Investigation of the complaint

We will aim to acknowledge all complaints within one working day and aim to resolve them within five working days.

3.4. Resolution and response

We aim to respond to and/or resolve all complaints within the timescales outlined above. If there are exceptional circumstances, we may take longer; however, we will inform you if this is the case and keep you updated. Where a complaint cannot be resolved within the expected timescales, we will keep you informed of progress and agree next steps

If we uphold your complaint, we will outline to you the remedy that we propose. The remedy chosen will be proportionate and appropriate to the issue being raised and may include an explanation of any poor service you have received, and/or an explanation of how a matter has been or may be rectified, and/or recommendations to change or improve our processes and/or procedures.

We use Root Cause Analysis to understand why a complaint occurred and how similar issues can be prevented in future. Where appropriate, the outcome communicated to the complainant will include a summary of findings and any actions taken.

If your complaint is not upheld, we will clearly explain the reasons for our decision and the evidence considered.

3.5. Review of the complaint

If you are not satisfied with the outcome of the complaint, you can request a review of the complaint. We will conduct a review, including all relevant documentation, and will provide a response within 10 working days of receipt, unless there are exceptional circumstances that require more time in which case, we will keep you informed of the progress of the review. The response will include the outcome of the review and, where relevant, any steps to be taken to resolve the issue and our aim to prevent it from happening again in the future.

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3.6. Escalation to regulators

If, after completing all stages of our complaints process (including a review where requested), you are not satisfied with our final response, you can refer your complaint to our qualification regulators. Our regulators ask that the complaint is made within twelve months of the action you are complaining about, and that you have completed all stages of the awarding organisation's complaint process.

3.7. Active IQ's contact details

By phone*: 01480 467950

By email: csteam@activeiq.co.uk

In writing: Customer Support team
Active IQ, Q6, Quorum Park,
Benton Lane
Newcastle upon Tyne, NE12 8BT

Face-to-face: our representatives are always happy to help.

Online Chat: available on our website.

3.8. Awarding regulators' contact details

If you remain unsatisfied with the outcome of your complaint after following our complaints process, you can contact the appropriate regulator, with evidence that our complaints process has been exhausted:

Ofqual (England)	0300 303 3344	Making a complaint
Council for the Curriculum Examinations and Assessment (CCEA) Regulation (Northern Ireland)	02890 261 200	complaints@ccea.org.uk
Qualifications Wales	01633 373 222	report@qualifications.wales

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4. Initial Equality Impact Assessment

An Initial Equality Impact Assessment has been completed for this policy, and no concerns were raised.

5. References to associated documents:

- Sanctions Policy

6. Implementation and dissemination

This policy will be implemented immediately upon approval and available on our website

7. Monitoring arrangements

This policy will be reviewed in six months by relevant Active IQ and Active IQ colleagues to ensure document is aligned and fit for purpose following full integration of Active IQ.

Active IQ operates in line with this policy and maintains appropriate governance arrangements to ensure ongoing compliance.

8. Data retention

Any data held in relation to the complaints and feedback policy will be held in our internal system and will be disposed of in line with our current data retention policy.

8.1. Disclaimer: Submission of original documentation

To protect personal information, please do not send original documents to us via post. We cannot accept responsibility for the loss, damage, or return of any original documentation sent to us.

Where documentation is required, we request that you provide certified copies or high-quality scanned versions instead. This approach helps protect your documents and ensures a more secure and efficient service.

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