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Linked Documents/Regulatory Requirements:	Active IQ centre staff code of ethical conduct declaration	
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Active IQ code of ethical conduct for approved centres

Introduction

Active IQ seeks to lead the way in providing educational products, resources and experiences of the highest standard in the sectors we serve. High quality learning and assessment can only be achieved by working in partnership, and as an approved Active IQ centre, you will be required to sign, commit to, promote and uphold all aspects of this code.

This commitment is an upfront requirement prior to full approval being granted. In addition, it is a requirement that this commitment along with declarations from all staff members involved in the delivery, assessment or internal verification of Active IQ qualifications must be reaffirmed on an annual basis. In doing so, all stakeholders can be fully confident that Active IQ qualifications will continue to represent health and fitness professionals of the highest quality, with employers seeking to recruit them from Active IQ approved centres.

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Promote and uphold: ethical standards and integrity through own professional competence and behaviour

- exhibit professional and personal integrity and honesty at all times, acting as a role model for maintaining the highest standards of ethical conduct
- establish, maintain and develop professional relationships based on confidence, trust and respect
- offer advice, guidance, services and support only to the level at which you are competent and qualified, openly referring onward to appropriate fellow professionals as needed
- demonstrate a willingness to accept responsibility and remain accountable for all your professional decisions and actions, welcoming evaluation of your work
- champion teaching, learning and assessment practices that promote equality of opportunity, diversity and inclusion
- demonstrate and promote sensitivity to the customs, practices, culture and personal beliefs of others

Promote and uphold: ethical standards and integrity through professional competence and behaviour across centre staff members

- demonstrate and promote sensitivity in respect of confidential centre information and individual agreements
- refrain from sharing resources and confidential assessment materials outside of the approved centre

Promote and uphold: your own professional status when representing the wider industry

- always act in a way that supports and upholds the reputation and values of the professional education setting, the wider health, fitness and physical activity industry, and communities beyond
- as a positive role model, afford respect and dignity to all fellow professionals
- comply with relevant current legislation and do not encourage, assist or collude with others who may be engaged in unlawful conduct, taking action as appropriate
- be mindful of the distinction between acting in a personal and professional capacity

Promote and uphold: health, safety, education and training

- ensure that all tutors, assessors, quality assurance staff and others within your scope of responsibility are courteous, adequately qualified, and carry out their role with appropriate skill, care and professionalism
- commit to the provision of ongoing training for yourself and your staff, actively seeking to update knowledge and improve professional skills in the context of your programme

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offer, and also more widely across the post-compulsory education landscape (e.g. further education and apprenticeships)

- promote safe working practices in relation to products and services offered, and comply with regulations prescribed by the HSE or any other legal or governmental regulations
- commit to ensuring the health and welfare of your staff and learners at all times, and ensure appropriate safeguarding measures are in place when required

Promote and uphold: marketing, publicity and fair trading

- represent all offered qualifications and training programmes fairly and honestly in all aspects of sales and marketing activity, so that the public understands fully the nature, quality and fitness for purpose of the product or services being offered in accordance with their varying needs
- ensure that all use of social media platforms to advertise, promote or market your centre is legal, decent, honest and truthful, and meets the requirements of the Advertising Standards Authority
- engage in proper and ethical standards when soliciting business in line with the above point, and, importantly, without making or publishing false or disparaging statements concerning a competitor or competitors' products

Promote and uphold: learners as customers

- ensure that all technical and contractual advice (a centre's contractual terms and conditions) is written in plain language, and that any quotation for a programme of learning leading to an Active IQ qualification, or general price lists and sales terms are clear, correct and do not confuse or deceive customers (learners)
- ensure all relevant financial agreements meet the requirements of the Financial Conduct Authority, and provide information to customers (learners) accordingly of their rights under any such agreement, where appropriate
- safeguard all confidential and personal data acquired as a result of centre/learner relationships, and do not use it for personal advantage or the benefit or detriment of third parties
- upon enrolment and payment to your centre, ensure customers (learners) are aware of the standard terms and conditions that apply to their contract with you, including all appropriate policies and procedures such as complaints and appeals
- all written contracts for customers (learners) are in accordance with fair trading laws
- ensure complaints by customers (learners) are acknowledged in accordance with Active IQ requirements, and that communication is maintained until the matter is resolved

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Name:	
Signed (centre contact):	
On behalf of (centre name):	
Date:	

Revision History

Document Number	Date	Summary of changes	Author	Approved by
AIQ006246	30/10/24	Reviewed and updated on new template	Lee Buck	Kayleigh Leec

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