

POLICY · POL / MARKETING

Marketing *Policy.*

Ensuring centres do not provide misleading information — enabling potential users of the qualifications and learners to make an informed decision when choosing to study toward a The AI Board qualification.

SECTION 01

Introduction

Ensuring centres do not provide misleading information, enabling potential users of the qualifications and learners so that they are able to make an informed decision when choosing to study towards a The AI Board qualification, is essential.

This means that centres should provide clear, accurate information to help learners make informed decisions. This includes:

Transparency

Purpose and Progression: Information about how the qualification supports progression, such as further education or employment opportunities – these should be accurate and not overstated (e.g. unsubstantiated learner outcomes on progression into work).

Assessment Methods: Clear details of how the qualification will be assessed should be provided.

Comparisons

Centres must not make unfair or misleading comparisons between any The AI Board qualifications and those offered by competitors.

Unsubstantiated claims suggesting that The AI Board's qualifications are superior to another's are discouraged.

Qualification Titles

Where The AI Board qualifications are used in centre promotional material, website/s or other documentation the full name of the qualification must appear exactly as it appears on the Ofqual Register.

E.g. The AI Board Level 5 Diploma in Data Science

The AI Board Logos

The AI Board centres must use the logos provided by The AI Board which can be requested by emailing marketing@theaiboard.global.

The logos must not be skewed or amended other than sizing.

The logos cannot be combined with other symbols, words etc., without the expressed written permission of The AI Board.

Usage must not be confusing, for example using the The AI Board logo on a webpage that is advertising a qualification that isn't actually a The AI Board qualification.

Regulator/s Logo

Ofqual does not allow centres to use the Ofqual logo on any of their documentation.

Information with regard to any other regulator will be provided on request and must be requested before any usage is undertaken.

Complaints

Learners, stakeholders and other interested parties are encouraged to contact The AI Board should they feel a centre's marketing of a The AI Board qualification is misleading or untruthful.

All complaints should be addressed to complaints@theaiboard.global.

SECTION 02

Review

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POL	MARKETING	ADM	v0.2	October 2024	March 2026	J Jones	N

Version Control

VERSION NUMBER	SUMMARY OF CHANGE	DATE CHANGED	NEW REVIEW DATE
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**VERSION
NUMBER**

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