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AICI Accreditation Code of Conduct

Purpose

The purpose of this document is to articulate the policies and procedures that govern the Association of Image Consultants International (AICI) accredited programs to ensure AICI affiliated educational offerings convey consistency and utmost quality within the industry.

Scope

Individuals or companies seeking initial AICI accreditation or renewal of AICI accreditation are responsible to clearly demonstrate compliance with all applicable AICI accreditation policies and criteria prior to, during and after official accreditation. This policy document establishes binding guidelines to ensure appropriate conduct of all AICI accredited programs before and after a particular offering has been granted accreditation.

Good Faith

AICI requires each individual or company seeking program accreditation, or currently holding an accredited program, to engage in the process in good faith. Programs must provide accurate and truthful information prior to and throughout the accreditation process. Any program that fails to participate in good faith by falsifying information presented in the accreditation process or at any time prior may be subject to punitive measures at AICI's discretion.

For the purpose of this requirement, falsification is defined as the fabrication, in whole or in part, and through commission or omission, of any information provided by an organization to AICI. This includes but is not limited to providing false or misleading data related to accreditation status; providing false or misleading program information; providing false or misleading outcomes data; providing false or misleading information in an effort to receive a postponement or an extension on an accreditation action; forging signatures of authorization; or engaging in any false or misleading advertising with respect to the accreditation status.

However, the program may submit additional material that summarizes or otherwise explains the original information provided to AICI. These additional materials must be correctly identified, dated and accompanied by the original documents.

Program Complaint Process

By virtue of the AICI accreditation received, individuals or companies are obligated to participate in the formal Program Complaint Process if levied. The *Program Complaint Process* is an objective mechanism in which students or members of public can hold AICI accredited programs accountable to the AICI Accreditation Code of Conduct,

Code of Conduct

Fraud

Misrepresentation by omission or commission found in any material submitted to AICI will result in immediate revocation of the program's application or accreditation status at the discretion of AICI.

Company, Employee and Individual Conduct

It is incumbent on organizations to ensure that all trainers of accredited program are bound to the AICI Accreditation Code of Ethics regardless of membership or credential. If an individual(s) breaches the Code, it is compulsory that the organization take action to remedy the situation.



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Company, Employee and Individual Conduct (continued)

If negligence is found, AICI reserves the right to take corrective measures against the parties involved.

If AICI staff discovers negligence on behalf of the organization or individual(s) involved in the AICI accredited program, AICI reserves the right to revoke the program's accreditation. AICI reserves the right to take remedial punitive actions against the parties involved at their discretion and outcomes will be decided on a case-by-case basis.

Companies or individuals that have an AICI accredited program s are obligated by virtue of the AICI accreditation received, to be in full compliance with the AICI Code of Accreditation Conduct. This, in turn, subjects the company or individual to participate in the formal Program Complaint Process, if levied. The Program Complaint Process is an objective mechanism in which students or members of public can hold AICI accredited programs accountable to the AICI Code of Conduct.

External reference to AICI

The standalone AICI Logo may be utilized when stating a specific program's accreditation, an individual's affiliation with AICI, or when describing AICI as an entity; all of which must be crafted in a way that clearly conveys AICI's role in the industry in a factual manner. This applies to all marketing material in which an affiliation is stated or implied, including Google ad words.

Acceptable: "We offer an accredited AICI training program which will meet the educational requirements for an AICI Credential."

Unacceptable: "We offer AICI Certification Courses."

Companies or individuals are not permitted to use AICI logo or any language that conveys a direct or implied affiliation with AICI in a program name, course title, organization name, etc....This practice contributes to market confusion and has the potential to mislead the public who are not privy to the nuances of the AICI accreditation system, therefore, it is prohibited. AICI staff has the latitude to determine what conveys 'implied affiliation.'

AICI accredits specific educational offerings (i.e. a course's curriculum); it is incumbent on the compliant or individual to clearly convey that relationship to the public. Companies and individuals are never given an 'overall' accreditation by AICI. Implying such an affiliation is considered intentional misrepresentation and subsequently an AICI Code of Accreditation violation.

Prior to accreditation, AICI defines the application process to start once the full application has been submitted. Making any claim contrary to this, will be considered intentional misrepresentation and subsequently an AICI Code of Accreditation violation.

AICI Program Logo Usage

Logo guidelines established in the AICI Brand Policy are applicable to all companies and individuals; however, the following policy language is an addendum to that particular manual which incorporates program specific logo policies and guidelines.

Program logos 'AICI Accredited' may be utilized in a way that conveys an accredited program direct affiliation to AICI.



The Source for Image Professionals®

Education · Experience · Excellence

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AICI Program Logo Usage (continued)

AICI accredits curriculum of specific courses, not companies or individuals as a whole, this concept needs to be clearly conveyed in one's marketing language and logo usage.

If a company or individual is found to have deliberately misappropriated any AICI logo in connection with an accredited program, AICI holds the right to revoke or suspend the program's accreditation.

This includes prematurely displaying program logos before an accreditation has been awarded by AICI.

Distribution of Accredited Courses

AICI accredited courses may be offered in one or multiple physical locations throughout the international community by the company or individual as specified in the formal application.

Past Unethical Behavior

The AICI accreditation team has the latitude to suspend, revoke, or deny an application based on previous behavior of a 'program' or individuals integral to the program's operations. Instances of unethical or questionable behavior prior to a program's submission (for accreditation by AICI) can be a legitimate barrier to the application process itself and subsequent accreditation.