

# PROMOTION



- Referencing accreditation
- Use of the Money Advice Service name and logo
- Declaring promotional activity
- Access to Debt Advice Locator

## The Money Advice Service Quality Framework Post Accreditation for Accredited Standards



### Overview

This document aims to provide guidance to Accredited Standard owners on the conditions of accreditation regarding promotion and branding.

### External standards/codes

Promotion of a quality standard or membership code's accreditation to the Money Advice Service Quality Framework can be referred to through the accredited standard/code content and application processes only.

Promotion should focus on the accreditation of the standard/code only. It is not permissible to refer to advice delivery organisations when promoting accreditation. For clarity several examples are provided below:

	
<i>[name of quality standard/membership code including bolt on description] has been awarded full accreditation to the Money Advice Service Quality Framework.</i>	<i>Organisations holding [name of quality standard/membership code] will be accredited to the Money Advice Service Quality Framework.</i>

Full accreditation to the Money Advice Service Quality Framework can be referred to using the following word pattern:

*[Name of quality standard/membership code including bolt-on description] has been awarded full accreditation to the Money Advice Service Quality Framework. More information can be found [here](#).*

Where conditional accreditation has been granted the following word pattern can be used:

*[Name of quality standard/membership code] has been awarded conditional accreditation to the Money Advice Service Quality Framework. More information can be found [here](#).*

### Internal standards/codes

Internal standards/codes will not be able to refer to accreditation in any external-facing content regardless of medium.

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### **Requirement to notify MAS of promotional activity**

There is no requirement for Accredited Standard owners to notify the Money Advice Service of promotional updates/activity where this follows the guidance above.

### **Use of the Money Advice Service Logo**

Accredited Standard owners are not permitted to use the Money Advice Service logo in any circumstances.

### **Money Advice Service website**

A list of accredited quality standards and membership codes is available on the Money Advice Service website. Newly-accredited quality standards and codes will be added to this list following confirmation of successful accreditation. This list can be found [here](#).

### **Debt Advice Locator Tool**

The Money Advice Service Debt Advice Locator Tool (DALT) is an online service allowing customers to search for free-to-client debt advice through online, telephone and face-to-face channels.

Organisations meeting the following criteria can be included on DALT:

- Offers free-to-client debt advice
- Holds a MAS-accredited quality standard or membership code
- Holds relevant FCA authorisation/permission

The mechanism for inclusion on DALT is described within this [fact sheet](#).

### **Non-compliance with promotional conditions**

Where promotional activity by Accredited Standards falls outside of the guidance above, the Accredited Standard owner will be asked to make relevant changes. This request may comprise suggested wording for amendments.

Where non-compliance with promotional guidance continues following this request a [withdrawal process](#) may be instigated.

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