

INTERNATIONAL EDUCATION BOARD



Recognition and Representation Policy

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1. Preamble

- 1.1. The International Education Board (IEB) is an independent, private, non-governmental, and non-statutory international education authority.
- 1.2. IEB operates as a voluntary quality assurance and accreditation body for educational institutions worldwide.
- 1.3. IEB is committed to ensuring that its accreditation is accurately understood and appropriately represented.
- 1.4. This policy establishes the framework for recognition of IEB accreditation and proper representation by accredited institutions.
- 1.5. IEB recognizes the importance of clear communication about the nature and value of its accreditation.
- 1.6. Accurate representation protects learners, stakeholders, and the integrity of IEB accreditation.
- 1.7. This policy reflects IEB's commitment to transparency, honesty, and ethical practice.
- 1.8. IEB acknowledges the diverse landscape of quality assurance and accreditation globally.
- 1.9. IEB is not a government agency, statutory body, or regulatory authority in any jurisdiction.
- 1.10. IEB accreditation does not constitute government approval, statutory recognition, or professional licensure.
- 1.11. This policy provides guidance on how IEB accreditation should be understood and communicated.

2. Purpose

- 2.1. The purpose of this policy is to clarify the nature and scope of IEB recognition.
- 2.2. This policy establishes IEB's position within the global quality assurance landscape.
- 2.3. This policy defines how accredited institutions may represent their IEB accreditation status.
- 2.4. This policy specifies requirements for accurate representation of accreditation.
- 2.5. This policy identifies prohibited claims and misrepresentations.
- 2.6. This policy provides guidance on the use of IEB's name in institutional communications.
- 2.7. This policy establishes procedures for verification of accreditation status.
- 2.8. This policy defines consequences for misrepresentation of accreditation status.
- 2.9. This policy protects prospective learners by ensuring they receive accurate information.
- 2.10. This policy safeguards the reputation and integrity of IEB accreditation.

3. Scope

3.1. Organizational Scope

- 3.1.1. This policy applies to all institutions holding IEB accreditation.
- 3.1.2. This policy applies to institutions with Candidate status.
- 3.1.3. This policy applies to former accredited institutions regarding historical claims.
- 3.1.4. This policy applies to all IEB staff and representatives.
- 3.1.5. This policy governs IEB's external communications about recognition.

3.2. Activity Scope

- 3.2.1. This policy covers all representations of IEB accreditation status.
- 3.2.2. This policy covers marketing and promotional activities.
- 3.2.3. This policy covers website content and digital communications.
- 3.2.4. This policy covers certificates, documents, and official materials.
- 3.2.5. This policy covers verbal representations and claims.
- 3.2.6. This policy covers relationships with other quality assurance bodies.

3.3. Geographic Scope

- 3.3.1. This policy applies globally wherever IEB accreditation is referenced.
- 3.3.2. This policy applies regardless of the jurisdiction of the institution.
- 3.3.3. Institutions must comply with local advertising and consumer protection laws.
- 3.3.4. Local legal requirements may impose additional obligations.

4. Definitions

4.1. **Accreditation** refers to the formal recognition by IEB that an institution meets established quality standards.

4.2. **Accreditation Status** refers to the current standing of an institution with IEB (e.g., Candidate, Accredited, Accredited with Distinction, Suspended, Withdrawn).

4.3. **Candidate Status** refers to the preliminary status granted to institutions working toward full accreditation.

4.4. **Recognition** refers to the acknowledgment of accreditation by external parties, bodies, or jurisdictions.

4.5. **Representation** refers to any claim, statement, or communication about accreditation status.

4.6. **Misrepresentation** refers to any false, misleading, or inaccurate claim about accreditation status.

4.7. **Quality Assurance Body** refers to an organization that evaluates and assures the quality of educational institutions or programmes.

4.8. **Memorandum of Understanding (MOU)** refers to a formal agreement between IEB and another organization.

4.9. **Mutual Recognition Agreement** refers to an agreement whereby parties recognize each other's accreditation decisions.

4.10. **Statutory Recognition** refers to formal recognition by government legislation or regulation.

4.11. **Professional Licensure** refers to authorization to practice a profession granted by a regulatory authority.

4.12. **Stakeholder** refers to any party with an interest in IEB accreditation, including learners, employers, and regulators.

4.13. **Verification** refers to the process of confirming the accuracy of accreditation claims.

4.14. **Public Register** refers to the official list of IEB-accredited institutions published by IEB.

4.15. **Marketing Materials** refers to any content used to promote an institution or its programmes.

5. Guiding Principles

5.1. Transparency

- 5.1.1. IEB is transparent about the nature and scope of its accreditation.
- 5.1.2. IEB clearly communicates what its accreditation does and does not signify.
- 5.1.3. Institutions must be transparent in their representation of IEB accreditation.
- 5.1.4. Stakeholders should have access to accurate information about accreditation.

5.2. Accuracy

- 5.2.1. All representations of accreditation status must be accurate.
- 5.2.2. Claims must reflect the current status as recorded by IEB.
- 5.2.3. Exaggeration or embellishment of accreditation status is prohibited.
- 5.2.4. Historical claims must be clearly identified as such.

5.3. Honesty

- 5.3.1. Institutions must not make false claims about their accreditation.
- 5.3.2. Institutions must not imply benefits or recognition not provided by IEB accreditation.
- 5.3.3. Omissions that create false impressions are considered dishonest.
- 5.3.4. Honest representation builds trust and protects stakeholders.

5.4. Clarity

- 5.4.1. Communications about accreditation should be clear and understandable.
- 5.4.2. Technical jargon should be explained or avoided.
- 5.4.3. The distinction between different types of recognition should be clear.
- 5.4.4. Ambiguous claims that could mislead are prohibited.

5.5. Consistency

- 5.5.1. Representations should be consistent across all platforms and materials.
- 5.5.2. Institutions should use approved language and descriptions.
- 5.5.3. Inconsistent claims undermine credibility and trust.
- 5.5.4. IEB provides guidance on consistent messaging.

5.6. Stakeholder Protection

- 5.6.1. Prospective learners must receive accurate information to make informed decisions.
- 5.6.2. Employers and other stakeholders deserve truthful information.
- 5.6.3. Misrepresentation harms stakeholders and is not tolerated.
- 5.6.4. IEB will take action to protect stakeholders from misleading claims.

5.7. Respect for Regulatory Frameworks

- 5.7.1. IEB respects the authority of government regulators and statutory bodies.
- 5.7.2. IEB accreditation does not replace or override government requirements.
- 5.7.3. Institutions must comply with local regulatory requirements.
- 5.7.4. IEB does not claim authority it does not possess.

6. Nature of IEB Recognition

6.1. What IEB Accreditation Is

- 6.1.1. IEB accreditation is a voluntary quality assurance process.
- 6.1.2. IEB accreditation signifies that an institution has been independently evaluated.
- 6.1.3. IEB accreditation confirms that an institution meets IEB's established standards.
- 6.1.4. IEB accreditation demonstrates commitment to quality and continuous improvement.
- 6.1.5. IEB accreditation provides an independent, international quality benchmark.
- 6.1.6. IEB accreditation is awarded by an independent, private international body.

6.2. What IEB Accreditation Is Not

- 6.2.1. IEB accreditation is not government recognition or approval.
- 6.2.2. IEB accreditation is not statutory accreditation required by law.
- 6.2.3. IEB accreditation does not confer degree-granting authority.
- 6.2.4. IEB accreditation does not constitute professional licensure.
- 6.2.5. IEB accreditation does not guarantee recognition by other bodies.
- 6.2.6. IEB accreditation does not guarantee employment outcomes for graduates.
- 6.2.7. IEB accreditation does not replace national quality assurance requirements.
- 6.2.8. IEB accreditation is not equivalent to membership in any government registry.

6.3. Value of IEB Accreditation

- 6.3.1. IEB accreditation provides independent verification of quality.
- 6.3.2. IEB accreditation demonstrates international quality benchmarking.
- 6.3.3. IEB accreditation supports continuous quality improvement.
- 6.3.4. IEB accreditation may enhance institutional reputation.
- 6.3.5. IEB accreditation may support international partnerships and collaborations.
- 6.3.6. IEB accreditation provides stakeholder confidence in institutional quality.

6.4. Limitations of IEB Accreditation

- 6.4.1. IEB cannot guarantee that its accreditation will be recognized by any third party.

6.4.2. Recognition by employers, other institutions, or governments is at their discretion.

6.4.3. IEB accreditation does not guarantee credit transfer or qualification recognition.

6.4.4. Stakeholders should verify specific recognition requirements with relevant authorities.

7. IEB's Position in the Quality Assurance Landscape

7.1. Independent International Body

7.1.1. IEB operates as an independent, private, non-governmental organization.

7.1.2. IEB is not affiliated with any government or statutory authority.

7.1.3. IEB is not a member of government-recognized accreditation networks unless specifically stated.

7.1.4. IEB operates across international boundaries.

7.2. Voluntary Accreditation

7.2.1. IEB accreditation is entirely voluntary.

7.2.2. Institutions choose to seek IEB accreditation.

7.2.3. IEB does not claim mandatory jurisdiction over any institution.

7.2.4. Voluntary accreditation demonstrates proactive commitment to quality.

7.3. Relationship to Government Recognition

7.3.1. IEB accreditation is separate from and does not replace government recognition.

7.3.2. Institutions may hold both IEB accreditation and government recognition.

7.3.3. IEB does not claim that its accreditation satisfies government requirements.

7.3.4. Institutions must verify government requirements independently.

7.4. Relationship to Professional Bodies

7.4.1. IEB accreditation is separate from professional body accreditation.

7.4.2. Professional licensure requirements are determined by professional regulatory bodies.

7.4.3. IEB does not claim that its accreditation satisfies professional licensure requirements.

7.4.4. Graduates should verify professional requirements with relevant bodies.

7.5. Quality Assurance Standards

7.5.1. IEB's standards are developed with reference to international best practices.

7.5.2. IEB's standards are designed to be rigorous and meaningful.

7.5.3. IEB's standards are regularly reviewed and updated.

7.5.4. IEB benchmarks its practices against recognized quality assurance frameworks.

8. Relationships with Other Quality Assurance Bodies

8.1. General Approach

- 8.1.1. IEB seeks constructive relationships with other quality assurance bodies.
- 8.1.2. IEB respects the work of government and statutory quality assurance agencies.
- 8.1.3. IEB does not compete with government regulatory functions.
- 8.1.4. IEB may collaborate with other bodies where aligned purposes exist.

8.2. Types of Relationships

- 8.2.1. Information sharing arrangements with other quality assurance bodies.
- 8.2.2. Observer or affiliate status with international quality assurance networks.
- 8.2.3. Collaborative projects on quality assurance research and development.
- 8.2.4. Mutual recognition agreements where appropriate.
- 8.2.5. Joint activities to promote quality in education.

8.3. Formal Agreements

- 8.3.1. Formal relationships are documented in written agreements.
- 8.3.2. Agreements specify the nature and scope of the relationship.
- 8.3.3. Agreements are approved by the IEB Governing Council.
- 8.3.4. Agreements are published or made available upon request.

8.4. Limitations

- 8.4.1. IEB cannot bind other bodies to recognize its accreditation.
- 8.4.2. Relationships with other bodies do not guarantee mutual recognition.
- 8.4.3. Each body maintains its own independent decision-making authority.
- 8.4.4. Stakeholders should verify specific recognition arrangements.

9. Recognition Agreements and Partnerships

9.1. Mutual Recognition Agreements

- 9.1.1. IEB may enter into mutual recognition agreements with other quality assurance bodies.
- 9.1.2. Mutual recognition agreements specify the terms of recognition.
- 9.1.3. Such agreements do not guarantee recognition by third parties.
- 9.1.4. Current mutual recognition agreements are published on the IEB website.

9.2. Partnership Arrangements

- 9.2.1. IEB may establish partnerships with educational organizations.
- 9.2.2. Partnerships may involve joint activities, research, or development.
- 9.2.3. Partnerships do not affect the independence of IEB accreditation decisions.
- 9.2.4. Partnership arrangements are documented in formal agreements.

9.3. Network Memberships

- 9.3.1. IEB may seek membership in international quality assurance networks.
- 9.3.2. Network membership is subject to the requirements of each network.
- 9.3.3. Current network memberships are published on the IEB website.
- 9.3.4. Network membership does not imply government recognition.

9.4. Communication of Relationships

- 9.4.1. IEB communicates its relationships accurately and transparently.
- 9.4.2. The nature and limitations of relationships are clearly explained.
- 9.4.3. Institutions may reference IEB's relationships as published by IEB.
- 9.4.4. Misrepresentation of IEB's relationships is prohibited.

10. Institutional Representation of Accreditation Status

10.1. Right to Represent Accreditation

- 10.1.1. Accredited institutions may represent their IEB accreditation status.
- 10.1.2. The right to represent accreditation is conditional on maintaining good standing.
- 10.1.3. Representation must be accurate and in accordance with this policy.
- 10.1.4. The right continues for the duration of valid accreditation only.

10.2. Scope of Representation

- 10.2.1. Institutions may represent their accreditation status in marketing materials.
- 10.2.2. Institutions may represent their accreditation status on websites.
- 10.2.3. Institutions may represent their accreditation status in official documents.
- 10.2.4. Institutions may represent their accreditation status in verbal communications.
- 10.2.5. Representation must accurately reflect the scope of accreditation.

10.3. Accurate Status Representation

- 10.3.1. **Candidate Status:** Institutions must clearly state they hold "Candidate Status" with IEB.
- 10.3.2. **Accredited Status:** Institutions may state they are "Accredited by the International Education Board."
- 10.3.3. **Accredited with Distinction:** Institutions may state they are "Accredited with Distinction by the International Education Board."
- 10.3.4. Institutions must use the status designation exactly as granted by IEB.
- 10.3.5. Abbreviations or modifications of status designations require IEB approval.

10.4. Scope Limitations

- 10.4.1. Institutions must accurately represent the scope of their accreditation.
- 10.4.2. If accreditation covers specific programmes, this must be stated.
- 10.4.3. Institutional accreditation covers the institution as a whole.
- 10.4.4. Non-accredited programmes or activities must not be represented as accredited.

10.5. Validity Period

- 10.5.1. Institutions should include the validity period in formal representations.
- 10.5.2. Representations must reflect current, valid accreditation.
- 10.5.3. Expired accreditation must not be represented as current.
- 10.5.4. Stakeholders should be directed to the IEB Public Register for verification.

11. Accurate Representation Requirements

11.1. General Requirements

- 11.1.1. All representations of IEB accreditation must be factually accurate.
- 11.1.2. Representations must not be misleading by statement or omission.
- 11.1.3. Representations must reflect the current status as recorded by IEB.
- 11.1.4. Representations must use approved terminology and descriptions.

11.2. Approved Language

- 11.2.1. IEB provides approved language for representing accreditation status.
- 11.2.2. Institutions should use approved language to ensure consistency.
- 11.2.3. Approved language is available from the IEB Secretariat.
- 11.2.4. Translations of approved language must maintain accuracy.

11.3. Standard Accreditation Statement

- 11.3.1. The standard statement for accredited institutions is:

"[Institution Name] is accredited by the International Education Board (IEB), an independent, private, non-governmental international quality assurance body. IEB accreditation signifies that the institution has met established quality standards through an independent evaluation process. IEB is not a government agency or statutory body, and IEB accreditation does not constitute government recognition, statutory approval, or professional licensure."

- 11.3.2. Institutions may use a shortened version with IEB approval.

- 11.3.3. The standard statement may be adapted for different contexts.

- 11.3.4. Adaptations must maintain the essential accuracy of the statement.

11.4. Candidate Status Statement

- 11.4.1. The standard statement for Candidate status is:

"[Institution Name] holds Candidate Status with the International Education Board (IEB). Candidate Status indicates that the institution is engaged in the accreditation process and is working toward meeting IEB standards. Candidate Status does not constitute full accreditation."

- 11.4.2. Institutions with Candidate status must clearly distinguish this from full accreditation.

11.4.3. Candidate status must not be represented as equivalent to accreditation.

11.5. Contextual Accuracy

11.5.1. Representations must be accurate in the context in which they appear.

11.5.2. Accreditation claims must not be placed in misleading contexts.

11.5.3. Juxtaposition with government recognitions must not create false impressions.

11.5.4. The voluntary nature of IEB accreditation should be clear.

12. Prohibited Representations and Claims

12.1. False Claims

- 12.1.1. Claiming accreditation status not held is prohibited.
- 12.1.2. Claiming a higher level of accreditation than granted is prohibited.
- 12.1.3. Claiming accreditation for programmes or activities not covered is prohibited.
- 12.1.4. Claiming accreditation beyond the validity period is prohibited.
- 12.1.5. Fabricating or altering accreditation certificates or documents is prohibited.

12.2. Misleading Claims

- 12.2.1. Implying government recognition through IEB accreditation is prohibited.
- 12.2.2. Implying statutory approval through IEB accreditation is prohibited.
- 12.2.3. Implying professional licensure through IEB accreditation is prohibited.
- 12.2.4. Implying guaranteed employment outcomes is prohibited.
- 12.2.5. Implying guaranteed credit transfer or qualification recognition is prohibited.
- 12.2.6. Creating false impressions through omission is prohibited.

12.3. Exaggerated Claims

- 12.3.1. Exaggerating the significance or impact of IEB accreditation is prohibited.
- 12.3.2. Claiming IEB accreditation is equivalent to government accreditation is prohibited.
- 12.3.3. Overstating IEB's relationships with other bodies is prohibited.
- 12.3.4. Claiming exclusive or special status not granted by IEB is prohibited.

12.4. Unauthorized Associations

- 12.4.1. Implying IEB endorsement of specific claims or guarantees is prohibited.
- 12.4.2. Using IEB accreditation to imply endorsement of non-educational activities is prohibited.
- 12.4.3. Associating IEB with political, religious, or commercial endorsements is prohibited.
- 12.4.4. Implying IEB partnership or affiliation beyond actual relationships is prohibited.

12.5. Specific Prohibited Statements

- 12.5.1. "Government-recognized through IEB accreditation" – PROHIBITED.
- 12.5.2. "Internationally recognized degree" (implying recognition through IEB) – PROHIBITED unless independently verified.
- 12.5.3. "IEB accreditation guarantees employment" – PROHIBITED.
- 12.5.4. "IEB accreditation ensures credit transfer" – PROHIBITED.
- 12.5.5. "Equivalent to [government body] accreditation" – PROHIBITED.
- 12.5.6. "Required accreditation for [profession]" – PROHIBITED unless independently verified.

12.6. Candidate Status Prohibitions

- 12.6.1. Representing Candidate status as full accreditation is prohibited.
- 12.6.2. Using language that obscures the distinction from accreditation is prohibited.
- 12.6.3. Omitting "Candidate" from status descriptions is prohibited.
- 12.6.4. Implying accreditation is imminent or guaranteed is prohibited.

13. Use of IEB Name and References

13.1. Permitted Use

- 13.1.1. Accredited institutions may use IEB's name to describe their accreditation status.
- 13.1.2. Use must be accurate and in accordance with this policy.
- 13.1.3. Use must not imply endorsement beyond accreditation.
- 13.1.4. Use is limited to the duration of valid accreditation.

13.2. Full Name and Abbreviation

- 13.2.1. IEB's full name is "International Education Board."
- 13.2.2. The abbreviation "IEB" may be used after the full name has been introduced.
- 13.2.3. Institutions should use the full name in formal documents.
- 13.2.4. Variations or modifications of the name are not permitted.

13.3. IEB Logo

- 13.3.1. Use of the IEB logo is governed by the Logo Use and Intellectual Property Policy (IEB-POL-009).
- 13.3.2. Logo use requires compliance with brand guidelines.
- 13.3.3. Unauthorized logo use is prohibited.
- 13.3.4. Logo use rights terminate upon expiry or withdrawal of accreditation.

13.4. References in Publications

- 13.4.1. Institutions may reference IEB in publications, prospectuses, and catalogues.
- 13.4.2. References must be accurate and in context.
- 13.4.3. The full accreditation statement should be included in formal publications.
- 13.4.4. IEB contact information should be provided for verification.

13.5. Media and Press References

- 13.5.1. Institutions may reference IEB accreditation in media communications.
- 13.5.2. Press releases mentioning IEB should be factually accurate.
- 13.5.3. IEB is not responsible for verifying institutional press releases.

13.5.4. Misrepresentation in media communications may result in sanctions.

13.6. Third-Party References

13.6.1. Institutions are responsible for the accuracy of references by their agents.

13.6.2. Recruitment agents must be instructed on accurate representation.

13.6.3. Partners and affiliates must accurately represent accreditation status.

13.6.4. Institutions must correct third-party misrepresentations promptly.

14. Marketing and Promotional Materials

14.1. General Standards

- 14.1.1. Marketing materials must accurately represent IEB accreditation.
- 14.1.2. Marketing claims must comply with this policy.
- 14.1.3. Marketing must comply with applicable advertising and consumer protection laws.
- 14.1.4. Misleading marketing is prohibited.

14.2. Print Materials

- 14.2.1. Brochures, flyers, and printed materials must accurately state accreditation status.
- 14.2.2. The full accreditation statement should be included in prospectuses.
- 14.2.3. Programme-specific materials must reflect the scope of accreditation.
- 14.2.4. Outdated materials must be withdrawn when accreditation status changes.

14.3. Advertisements

- 14.3.1. Advertisements may reference IEB accreditation if accurate.
- 14.3.2. Advertisements must not exaggerate or misrepresent accreditation.
- 14.3.3. Short-form advertisements should direct stakeholders to full information.
- 14.3.4. Claims in advertisements must be verifiable.

14.4. Social Media

- 14.4.1. Social media posts may reference IEB accreditation if accurate.
- 14.4.2. Social media content is subject to the same accuracy requirements.
- 14.4.3. Institutions are responsible for user-generated content on their platforms.
- 14.4.4. Misleading social media content must be corrected promptly.

14.5. Video and Multimedia

- 14.5.1. Video and multimedia content must accurately represent accreditation.
- 14.5.2. Verbal claims in videos are subject to accuracy requirements.
- 14.5.3. Outdated videos must be updated or withdrawn when status changes.

14.6. Review of Materials

- 14.6.1. IEB may review institutional marketing materials for compliance.
- 14.6.2. IEB may request amendments to non-compliant materials.
- 14.6.3. Institutions should submit materials for review if uncertain about compliance.
- 14.6.4. Review by IEB does not constitute endorsement of marketing content.

15. Digital and Online Representation

15.1. Website Requirements

15.1.1. Institutional websites must accurately represent IEB accreditation status.

15.1.2. Accreditation information should be easily accessible on the website.

15.1.3. A link to the IEB website should be provided for verification.

15.1.4. The full accreditation statement should be available on the website.

15.2. Homepage and Key Pages

15.2.1. Accreditation references on homepages must be accurate.

15.2.2. Programme pages must reflect programme-specific accreditation where applicable.

15.2.3. "About Us" or similar pages should include detailed accreditation information.

15.2.4. Admissions pages must accurately describe accreditation status.

15.3. Dedicated Accreditation Page

15.3.1. Institutions are encouraged to maintain a dedicated accreditation page.

15.3.2. The page should include the full accreditation statement.

15.3.3. The page should explain the nature of IEB accreditation.

15.3.4. The page should include a link to the IEB Public Register.

15.3.5. The page should include IEB contact information for verification.

15.4. Search Engine Optimization and Metadata

15.4.1. Website metadata must not contain misleading accreditation claims.

15.4.2. Search engine optimization practices must not misrepresent accreditation.

15.4.3. Keywords suggesting government recognition through IEB are prohibited.

15.5. Online Directories and Listings

15.5.1. Institutions are responsible for accuracy in online directory listings.

15.5.2. Third-party directory listings should be monitored for accuracy.

15.5.3. Inaccurate listings should be corrected promptly.

15.5.4. IEB may request correction of inaccurate third-party listings.

15.6. Email and Digital Communications

15.6.1. Email signatures may reference IEB accreditation if accurate.

15.6.2. Email campaigns must comply with accuracy requirements.

15.6.3. Digital newsletters must accurately represent accreditation status.

16. Certificates and Official Documentation

16.1. Institutional Documentation

- 16.1.1. Official institutional documents may reference IEB accreditation.
- 16.1.2. References must be accurate and in accordance with this policy.
- 16.1.3. Documents should clarify the nature of IEB accreditation.
- 16.1.4. The distinction from government recognition should be maintained.

16.2. Learner Certificates and Transcripts

- 16.2.1. Institutions may note IEB accreditation on certificates and transcripts.
- 16.2.2. Notation must be accurate and not misleading.
- 16.2.3. Suggested wording: "Issued by [Institution Name], accredited by the International Education Board (IEB)."
- 16.2.4. The notation must not imply government recognition.

16.3. IEB Accreditation Certificate

- 16.3.1. IEB issues an official accreditation certificate to accredited institutions.
- 16.3.2. The certificate confirms the institution's accreditation status and validity period.
- 16.3.3. The certificate remains the property of IEB.
- 16.3.4. The certificate must be returned upon withdrawal of accreditation.
- 16.3.5. Reproduction or alteration of the certificate is prohibited.

16.4. Verification Letters

- 16.4.1. IEB may issue verification letters confirming accreditation status upon request.
- 16.4.2. Verification letters are issued to institutions or authorized third parties.
- 16.4.3. Requests should be submitted to the IEB Secretariat.
- 16.4.4. Administrative fees may apply for verification letters.

16.5. Document Security

- 16.5.1. IEB documents include security features to prevent forgery.
- 16.5.2. Stakeholders should verify document authenticity with IEB.

16.5.3. Fraudulent documents will be reported to appropriate authorities.

16.5.4. Institutions must protect the security of IEB documents in their possession.

17. Verification of Accreditation Status

17.1. IEB Public Register

- 17.1.1. IEB maintains a Public Register of accredited institutions.
- 17.1.2. The Public Register is available on the IEB website.
- 17.1.3. The Register includes institution name, status, and validity period.
- 17.1.4. The Register is updated promptly when status changes.
- 17.1.5. Stakeholders should verify accreditation claims against the Register.

17.2. Register Information

- 17.2.1. Institution name as registered with IEB.
- 17.2.2. Country/jurisdiction of the institution.
- 17.2.3. Accreditation status (Candidate, Accredited, Accredited with Distinction).
- 17.2.4. Scope of accreditation (institutional or programme-specific).
- 17.2.5. Effective date of current accreditation.
- 17.2.6. Expiry date of current accreditation.
- 17.2.7. Any public conditions or sanctions.

17.3. Direct Verification

- 17.3.1. Stakeholders may contact IEB directly to verify accreditation status.
- 17.3.2. Verification requests should be submitted to the IEB Secretariat.
- 17.3.3. IEB will respond to verification requests within five (5) working days.
- 17.3.4. Written verification may be provided upon request.

17.4. Employer and Third-Party Verification

- 17.4.1. Employers may verify institutional accreditation through the Public Register.
- 17.4.2. Employers may contact IEB directly for verification.
- 17.4.3. IEB encourages employers to verify accreditation claims.
- 17.4.4. IEB provides guidance on understanding accreditation status.

17.5. Verification for Immigration and Regulatory Purposes

17.5.1. IEB may provide verification for immigration or regulatory purposes upon request.

17.5.2. Verification confirms IEB accreditation status only.

17.5.3. IEB cannot guarantee that verification will satisfy specific requirements.

17.5.4. Applicants should verify requirements with relevant authorities.

18. Third-Party Inquiries and References

18.1. Responding to Inquiries

18.1.1. IEB responds to legitimate inquiries about accreditation status.

18.1.2. Inquiries may be submitted via the IEB website or Secretariat.

18.1.3. Public information is provided to all inquirers.

18.1.4. Confidential information is protected.

18.2. Reference Requests

18.2.1. Third parties may request references or statements from IEB.

18.2.2. IEB provides factual statements about accreditation status.

18.2.3. IEB does not provide endorsements or recommendations beyond accreditation.

18.2.4. Statements are limited to information IEB can verify.

18.3. Government and Regulatory Inquiries

18.3.1. IEB cooperates with legitimate government and regulatory inquiries.

18.3.2. IEB provides accurate information about its accreditation and processes.

18.3.3. IEB clarifies its status as a private, non-governmental body.

18.3.4. IEB does not claim authority beyond its voluntary accreditation function.

18.4. Media Inquiries

18.4.1. Media inquiries about IEB accreditation are handled by the IEB Secretariat.

18.4.2. IEB provides accurate information to media.

18.4.3. IEB may issue statements to correct public misrepresentations.

18.4.4. Institutions are responsible for their own media communications.

19. Changes in Accreditation Status

19.1. Notification of Changes

- 19.1.1. Institutions are notified of changes to their accreditation status.
- 19.1.2. Changes include renewal, suspension, withdrawal, or scope changes.
- 19.1.3. Institutions must update all representations to reflect changes.
- 19.1.4. Updates must be made within thirty (30) days of notification.

19.2. Renewal

- 19.2.1. Upon renewal, institutions may continue representing accreditation.
- 19.2.2. Validity dates should be updated to reflect renewal.
- 19.2.3. New accreditation certificates are issued upon renewal.

19.3. Suspension

- 19.3.1. Suspended institutions must cease representing themselves as accredited.
- 19.3.2. Institutions may state they hold "suspended accreditation" if required to disclose.
- 19.3.3. Marketing materials must be updated or withdrawn.
- 19.3.4. Use of IEB logo must cease during suspension.
- 19.3.5. Upon lifting of suspension, representation rights resume.

19.4. Withdrawal

- 19.4.1. Institutions with withdrawn accreditation must cease all accreditation representations.
- 19.4.2. All marketing materials referencing accreditation must be withdrawn.
- 19.4.3. Website content must be updated within thirty (30) days.
- 19.4.4. IEB logo use must cease immediately.
- 19.4.5. Accreditation certificates must be returned to IEB.

19.5. Expiry

- 19.5.1. Accreditation that expires without renewal is no longer valid.
- 19.5.2. Institutions must cease representing current accreditation upon expiry.
- 19.5.3. Historical accreditation may be referenced with appropriate dates.

19.5.4. Language must clearly indicate accreditation is no longer current.

20. Monitoring of Institutional Representations

20.1. IEB Monitoring Activities

- 20.1.1. IEB monitors institutional representations for compliance.
- 20.1.2. Monitoring includes review of websites and marketing materials.
- 20.1.3. Monitoring may be triggered by complaints or concerns.
- 20.1.4. Monitoring is conducted periodically for all accredited institutions.

20.2. Self-Assessment

- 20.2.1. Institutions should regularly review their own representations.
- 20.2.2. Self-assessment should be included in quality assurance processes.
- 20.2.3. Outdated materials should be identified and updated.
- 20.2.4. Compliance should be confirmed in Annual Monitoring Reports.

20.3. Complaints and Reports

- 20.3.1. Stakeholders may report suspected misrepresentations to IEB.
- 20.3.2. Reports may be submitted via the IEB website or Secretariat.
- 20.3.3. IEB will investigate substantiated reports.
- 20.3.4. Reporters may remain anonymous if requested.

20.4. Investigation Process

- 20.4.1. IEB will investigate reported or identified concerns.
- 20.4.2. The institution will be notified and given opportunity to respond.
- 20.4.3. Evidence will be gathered and assessed.
- 20.4.4. Findings will be documented.

20.5. Outcome of Monitoring

- 20.5.1. Compliant institutions receive confirmation.
- 20.5.2. Minor issues may result in guidance for correction.
- 20.5.3. Significant issues may result in formal warnings.
- 20.5.4. Serious or persistent issues may result in sanctions.

21. Non-Compliance and Enforcement

21.1. Levels of Non-Compliance

21.1.1. **Minor Non-Compliance:** Inadvertent errors or outdated information easily corrected.

21.1.2. **Moderate Non-Compliance:** Misleading representations requiring correction and monitoring.

21.1.3. **Serious Non-Compliance:** Deliberate misrepresentation or persistent failure to correct.

21.1.4. **Severe Non-Compliance:** Fraud, fabrication, or actions that seriously damage IEB integrity.

21.2. Responses to Non-Compliance

21.2.1. **Guidance:** Advice on correcting minor issues.

21.2.2. **Correction Request:** Formal request to correct issues within specified timeframe.

21.2.3. **Formal Warning:** Documented warning with required corrective actions.

21.2.4. **Enhanced Monitoring:** Increased oversight of representations.

21.2.5. **Condition on Accreditation:** Requirement to address issues to maintain accreditation.

21.2.6. **Suspension:** Temporary removal of accreditation for serious violations.

21.2.7. **Withdrawal:** Permanent removal of accreditation for severe violations.

21.3. Correction Requirements

21.3.1. Institutions must correct non-compliant representations within specified timeframes.

21.3.2. Minor corrections: Fourteen (14) days.

21.3.3. Moderate corrections: Thirty (30) days.

21.3.4. Complex corrections: Sixty (60) days with approved plan.

21.3.5. Confirmation of correction must be provided to IEB.

21.4. Escalation

21.4.1. Failure to correct issues within timeframes results in escalation.

- 21.4.2. Repeated non-compliance results in escalation.
- 21.4.3. Escalation may proceed directly to serious sanctions for egregious violations.
- 21.4.4. Escalation decisions are made by the Accreditation Committee.

21.5. Legal Action

- 21.5.1. IEB reserves the right to pursue legal remedies for serious violations.
- 21.5.2. Fraud or misrepresentation may be reported to relevant authorities.
- 21.5.3. IEB may issue public statements to protect stakeholders.
- 21.5.4. Institutions may be liable for damages resulting from misrepresentation.

21.6. Appeal of Enforcement Actions

- 21.6.1. Institutions may appeal enforcement actions through the appeals process.
- 21.6.2. Appeals are governed by the Complaints, Appeals, and Grievance Policy (IEB-POL-006).
- 21.6.3. Appeals do not suspend enforcement actions unless otherwise determined.

22. Former Accredited Institutions

22.1. Historical References

- 22.1.1. Former accredited institutions may reference historical accreditation.
- 22.1.2. References must clearly indicate accreditation is no longer current.
- 22.1.3. Dates of accreditation must be accurately stated.
- 22.1.4. Language such as "formerly accredited" or "accredited [dates]" should be used.

22.2. Prohibited Claims by Former Institutions

- 22.2.1. Implying current accreditation when not held is prohibited.
- 22.2.2. Using present tense language about accreditation is prohibited.
- 22.2.3. Displaying IEB logo or current accreditation marks is prohibited.
- 22.2.4. Retaining or using IEB accreditation certificates is prohibited.

22.3. Graduate References

- 22.3.1. Graduates of formerly accredited institutions may reference their graduation.
- 22.3.2. Graduates should clarify the accreditation status at the time of graduation.
- 22.3.3. IEB may provide verification of historical accreditation upon request.
- 22.3.4. Historical accreditation records are maintained by IEB.

22.4. Removal from Public Register

- 22.4.1. Institutions are removed from the current Public Register upon accreditation ending.
- 22.4.2. Historical records may be maintained separately.
- 22.4.3. IEB responds to inquiries about historical accreditation.

23. Roles and Responsibilities

23.1. IEB Governing Council

- 23.1.1. Provides strategic oversight of recognition and representation matters.
- 23.1.2. Approves policy amendments.
- 23.1.3. Approves significant recognition agreements.
- 23.1.4. Receives reports on representation compliance.

23.2. Accreditation Committee

- 23.2.1. Decides on sanctions for representation non-compliance.
- 23.2.2. Reviews serious cases of misrepresentation.
- 23.2.3. Approves conditions related to representation.
- 23.2.4. Makes recommendations to the Governing Council on policy matters.

23.3. IEB Secretariat

- 23.3.1. Monitors institutional representations.
- 23.3.2. Responds to verification inquiries.
- 23.3.3. Maintains the Public Register.
- 23.3.4. Investigates reported concerns.
- 23.3.5. Provides guidance to institutions on compliance.
- 23.3.6. Manages recognition relationships and agreements.

23.4. Director of Quality Assurance

- 23.4.1. Oversees implementation of this policy.
- 23.4.2. Approves guidance materials on representation.
- 23.4.3. Authorizes investigation of representation concerns.
- 23.4.4. Reports to Governing Council on compliance trends.

23.5. Accredited Institutions

- 23.5.1. Ensure all representations comply with this policy.
- 23.5.2. Update representations promptly when status changes.

- 23.5.3. Instruct staff and agents on accurate representation.
- 23.5.4. Monitor third-party representations.
- 23.5.5. Report concerns about other institutions' representations.
- 23.5.6. Respond to IEB inquiries about representations.

24. Policy Review

- 24.1. This policy will be reviewed every three (3) years.
- 24.2. Reviews will assess the effectiveness of representation requirements.
- 24.3. Reviews will consider feedback from institutions and stakeholders.
- 24.4. Reviews will consider developments in quality assurance and advertising standards.
- 24.5. Reviews will incorporate lessons learned from compliance activities.
- 24.6. Amendments will be approved by the IEB Governing Council.
- 24.7. Stakeholders will be notified of significant amendments.
- 24.8. The current version of this policy will be published on the IEB website.

25. Disclaimer and Legal Position

25.1. IEB is an independent, private, non-governmental, and non-statutory international education authority.

25.2. This policy does not create any legal rights or obligations enforceable in any jurisdiction.

25.3. IEB accreditation does not constitute government approval, statutory recognition, or professional licensure.

25.4. IEB cannot guarantee that its accreditation will be recognized by any third party.

25.5. Recognition by employers, governments, or other bodies is at their discretion.

25.6. IEB is not responsible for decisions made by third parties regarding recognition.

25.7. IEB reserves the right to amend this policy at any time without prior notice.

25.8. Institutions are responsible for compliance with local advertising and consumer protection laws.

25.9. This policy does not limit any legal obligations institutions may have under applicable law.

25.10. IEB is not responsible for the representations made by institutions.

25.11. Stakeholders should verify accreditation claims directly with IEB.

26. Conclusion

- 26.1. This policy establishes IEB's framework for recognition and representation of accreditation.
- 26.2. IEB is committed to transparency about the nature and value of its accreditation.
- 26.3. Accurate representation protects learners, stakeholders, and accreditation integrity.
- 26.4. Institutions are responsible for ensuring compliance with this policy.
- 26.5. IEB will support institutions with guidance on accurate representation.
- 26.6. IEB will take action to address misrepresentation and protect stakeholders.
- 26.7. Stakeholders are encouraged to verify accreditation claims through the IEB Public Register.

27. Annexures

27.1. Annexure A: Standard Accreditation Statements

27.1.1. Annexure A provides approved wording for accreditation statements.

27.1.2. Statements are provided for different contexts and lengths.

27.1.3. The annexure is available as a separate document from IEB Secretariat.

27.2. Annexure B: Representation Compliance Checklist

27.2.1. Annexure B provides a checklist for institutions to assess compliance.

27.2.2. The checklist covers website, marketing, and documentation requirements.

27.2.3. The annexure is available as a separate document from IEB Secretariat.

27.3. Annexure C: Brand Guidelines Summary

27.3.1. Annexure C summarizes brand guidelines for IEB name usage.

27.3.2. Full brand guidelines are in the Logo Use and Intellectual Property Policy.

27.3.3. The annexure is available as a separate document from IEB Secretariat.

27.4. Annexure D: Sample Website Content

27.4.1. Annexure D provides sample content for institutional websites.

27.4.2. Sample content includes accreditation page templates.

27.4.3. The annexure is available as a separate document from IEB Secretariat.

27.5. Annexure E: FAQ on IEB Accreditation

27.5.1. Annexure E provides frequently asked questions about IEB accreditation.

27.5.2. Institutions may use the FAQ to inform stakeholders.

27.5.3. The annexure is available as a separate document from IEB Secretariat.

27.6. Annexure F: Verification Request Form

27.6.1. Annexure F provides the form for requesting verification of accreditation status.

27.6.2. The form is available on the IEB website.

27.6.3. The annexure is available as a separate document from IEB Secretariat.

27.7. Annexure G: Third-Party Agent Briefing Template

- 27.7.1. Annexure G provides a template for briefing recruitment agents.
- 27.7.2. The template includes key requirements for accurate representation.
- 27.7.3. The annexure is available as a separate document from IEB Secretariat.

27.8. Annexure H: Correction Request Template

- 27.8.1. Annexure H provides the template used by IEB for correction requests.
- 27.8.2. The template specifies required actions and timeframes.
- 27.8.3. The annexure is available as a separate document from IEB Secretariat.

27.9. Annexure I: Current Recognition Agreements

- 27.9.1. Annexure I lists current recognition agreements and partnerships.
- 27.9.2. The list is updated as agreements are established or concluded.
- 27.9.3. The annexure is available as a separate document from IEB Secretariat.

28. Document Control

28.1. Document Information

- 28.1.1. Document Title: Recognition and Representation Policy
- 28.1.2. Document Code: IEB-POL-008
- 28.1.3. Version: 1.0
- 28.1.4. Effective Date: January 2026
- 28.1.5. Next Review Date: January 2029
- 28.1.6. Prepared by: International Education Board Quality Assurance Division
- 28.1.7. Approved By: IEB Governing Council
- 28.1.8. Classification: Public

28.2. Version History

- 28.2.1. Version 1.0 represents the initial release of this policy.
- 28.2.2. Future versions will be documented with version number, date, and summary of changes.
- 28.2.3. All previous versions are archived and available upon request.

28.3. Related Documents

- 28.3.1. IEB Accreditation Framework and Standards Policy (IEB-POL-001)
- 28.3.2. IEB Accreditation Process Policy (IEB-POL-002)
- 28.3.3. IEB Eligibility Criteria Policy (IEB-POL-003)
- 28.3.4. IEB Accreditation Levels and Status Policy (IEB-POL-004)
- 28.3.5. IEB Accreditation Validity, Monitoring, and Review Policy (IEB-POL-005)
- 28.3.6. IEB Complaints, Appeals, and Grievance Policy (IEB-POL-006)
- 28.3.7. IEB Data Protection and Privacy Policy (IEB-POL-007)
- 28.3.8. IEB Logo Use and Intellectual Property Policy (IEB-POL-009)
- 28.3.9. IEB Accreditation Decision-Making and Oversight Policy (IEB-POL-010)
- 28.3.10. IEB Fee Structure and Payment Policy (IEB-POL-011)

28.3.11. IEB Conflict of Interest Policy (IEB-POL-012)

29. Approval

- 29.1. This policy has been reviewed and approved by the IEB Governing Council.
- 29.2. This policy is effective from the date specified in Document Control.
- 29.3. All stakeholders are expected to comply with this policy.
- 29.4. Queries regarding this policy should be directed to the IEB Secretariat.

Summary of IEB-POL-008

Aspect	Details
Document Code	IEB-POL-008
Total Sections	29
Review Cycle	Every 3 years
Key Topics Covered	Nature of IEB recognition, IEB's position in quality assurance landscape, relationships with other bodies, recognition agreements, institutional representation requirements, accurate representation, prohibited claims, use of IEB name, marketing materials, digital representation, certificates, verification procedures, monitoring, enforcement, former accredited institutions
Special Features	Clear distinction between IEB voluntary accreditation and government/statutory recognition; detailed prohibited representations; standard accreditation statements; comprehensive enforcement framework

Key Highlights of IEB-POL-008

What IEB Accreditation IS:

- Voluntary quality assurance process
- Independent evaluation against established standards
- Demonstration of commitment to quality
- International quality benchmark

What IEB Accreditation IS NOT:

- Government recognition or approval
- Statutory accreditation required by law
- Degree-granting authority
- Professional licensure
- Guarantee of recognition by other bodies
- Guarantee of employment outcomes

Prohibited Representations:

- Claiming government recognition through IEB
- Implying statutory approval
- Implying professional licensure
- Guaranteeing employment outcomes
- Guaranteeing credit transfer
- Claiming equivalence to government accreditation

Enforcement Levels:

1. Guidance for minor issues
2. Correction requests
3. Formal warnings
4. Enhanced monitoring
5. Conditions on accreditation
6. Suspension
7. Withdrawal

End of Document

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