

Using the CNHC Quality Mark

By using the CNHC quality mark, which incorporates the Professional Standards Authority accreditation mark, you are demonstrating to members of the general public and other healthcare providers that you conform to national standards of practice in your work. This in turn enables members of the general public, and those who commission the services of complementary healthcare practitioners, to choose with confidence well qualified practitioners in their field.

Terms of use:

- If you are registered with CNHC you can display the CNHC quality mark on your certificate and where you practise and in promotional materials such as leaflets and websites. Please note that the quality mark is designed for use by individual CNHC registered practitioners to demonstrate that you are CNHC registered. It is not for use by training organisations, professional associations or any other organisation.
- Use of the CNHC quality mark is limited to publicity material specific to the therapies for which you are registered. If any of your promotional materials list more than one therapy, you must state clearly next to the quality mark on these materials, including any website(s), which discipline(s) you are registered for, unless you are registered for all of them.
- You are responsible for ensuring that the quality mark is used only to promote the services of those who are registered with the CNHC and have met the requirements for registration. The quality mark cannot be used on a website that **only** offers services delivered by practitioners who are not registered with the CNHC, although it can be used on individual web pages within that website if they promote your services or those of colleagues who are able to produce as evidence their CNHC certificate of registration.
- You should immediately notify the CNHC if you become aware of any unauthorised use of the CNHC quality mark.
- You must not adapt the CNHC quality mark in any way apart from resizing it proportionally. The colour used for the quality mark is lavender - pantone 668C. The colour used for the PSA accreditation mark is PMS 2603C.
- You must make sure the CNHC quality mark is legible.
- Because the CNHC register has been accredited by the Professional Standards Authority, we are required to provide a copy of their Regulations for use of their accreditation mark. These are attached as Appendix A to this document. **They do not affect your use of the CNHC quality mark, which incorporates the Authority's accreditation mark, unless you do not work in the UK.**

If you would like a copy of the CNHC Quality Mark then please login to [MyCNHC](#) and click on the '[CNHC Resources](#)' option.

Regulations governing the use of the Professional Standards Authority for Health and Social Care Accreditation Mark ("the Regulations")

1 DEFINITIONS

"**Accreditation**" means the confirmation by the Authority that the voluntary register operated by an Organisation meets the Standards and "Accredited" shall be construed accordingly;

"**Authority**" means the Professional Standards Authority for Health and Social Care (or any successor body);

"**Conditions of Use**" means the terms under which an Accredited Organisation (and their Registrants) may use the Accreditation Mark as set out below and/or as may be imposed by the Authority from time to time;

"**Organisation(s)**" means organisations that hold voluntary registers for people working in health and social care occupations that are not subject to statutory regulation;

"**Accreditation Mark**" means the certification trade mark number 2636187 in class 44 which is owned by the Authority;

"**Registrants**" means those people/businesses in health and social care occupations and listed on the voluntary register of an Accredited Organisation;

"**Standard(s)**" means the current standards set by the Authority for organisations wishing to become Accredited and against which the Authority will decide whether to award Accreditation, a copy of which is available on the Authority's website at <https://www.professionalstandards.org.uk/accredited-registers> and is at Annex 1 to these Regulations.

2 RIGHT TO USE THE ACCREDITATION MARK

2.1 Only the following have the right to use the Accreditation Mark:

2.1.1 Organisations awarded Accreditation and which have paid the relevant initial and annual fee in accordance with clause 4 below; and

2.1.2 current Registrants with such Organisations.

2.2 A list of Organisations operating a voluntary register who have been awarded Accreditation and the right to use the Accreditation Mark shall be published on the Authority's website at <https://www.professionalstandards.org.uk/accredited-registers/find-a-register>

3 CHARACTERISTICS CERTIFIED BY THE MARK AND SUPERVISION OF USE OF THE ACCREDITATION MARK

3.1 To be accredited an Organisation must at the time of its Accreditation meet all the Standards set by the Authority at the time of its Accreditation and must continue to meet those Standards or any Standards the Authority introduces on reasonable notice.

3.2 Accreditation and the right to use the Accreditation Mark are awarded at the sole discretion of the Authority.

- 3.3 An Organisation must demonstrate that its operation of its voluntary register meets all the required Standards and if accredited by the Authority it will have the right to use the Accreditation Mark. The benchmark for each Standard is set at the level of good practice which means that for each Standard the Organisation has demonstrated, where available and relevant, that it applies good practice.
- 3.4 The use of the Accreditation Mark by an Accredited Organisation shall signify that the Authority assures the operation of the voluntary register of the Accredited Organisation has met all of the Standards. The use of the Accreditation Mark by a Registrant shall signify that the Registrant is registered on an Organisation's voluntary register which has received Accreditation.
- 3.5 Use of the Accreditation Mark certifies that the information provided in a voluntary register meets the requirements of the Standards set out in Annex 1 to the Regulations.
- 3.6 Accredited Organisations and Registrants using the Accreditation Mark will be subject to audits on the use of the Accreditation Mark as set out at clauses 5.6 and 6.7 below.
- 3.7 The Accreditation shall only apply to the register operated by the Accredited Organisation at the time of its Accreditation.
- 3.8 Accreditation does not mean that the Authority has endorsed the efficacy of a treatment or therapy practiced or any other service offered by the Registrants on a voluntary register.
- 3.9 Accreditation of a voluntary register by the Authority does not mean that the Authority has itself assessed the merits of individuals on the register. This remains the responsibility of the Organisation holding the voluntary register.

4 FEES

- 4.1 All fees due from an Organisation are payable at the time of submission of an application (either for accreditation or annual renewal).
- 4.2 The AVR scheme is self-funding and operates on a full cost recovery non-profit making basis. On submitting their applications organisations will be required to pay a fee which will be a **minimum of £12,000 and a maximum of £36,000 (accreditation fee)**. Applications are assessed on a case by case basis. Renewal fees are assessed on a case by case basis and are due annually. If accredited, the renewal fee is a minimum of £9,000 and a maximum of £100,000 (**annual renewal fee**). The actual fee payable within those range of fees for initial accreditation or for renewal is assessed on the basis of resources required and complexity and covers the cost of the review and reconsideration of the application. A fee estimate is provided to organisations prior to their application
- 4.3 Fees are non-refundable.

5 CONDITIONS OF USE OF THE ACCREDITATION MARK (ORGANISATIONS)

- 5.1 It is a condition of use that the Accreditation Mark shall not be used without indicating that it is a certification mark.
- 5.2 Accredited Organisations are required to accept and operate in accordance with any Conditions of Use as set out in these Regulations and any other document containing Conditions of Use and the Authority's Corporate Brand Guidelines as amended from time to time. A copy of the Authority's current Corporate Brand Guidelines is attached at Annex 2.
- 5.3 The Authority will monitor the use of the Accreditation Mark by the Accredited Organisations to ensure compliance with its Corporate Brand Guidelines and Conditions of Use.
- 5.4 In the event that the Corporate Brand Guidelines and the Conditions of Use are not complied with, the Authority reserves the right to immediately withdraw the right to use the Accreditation Mark from the Accredited Organisation and its Registrants.
- 5.5 On termination or expiry of the Accreditation, all instances of the Accreditation Mark must be removed immediately from any stationery, PR, marketing or other materials and collaterals used by the Accredited Organisation in any media (save for such materials in the public domain but beyond the control of the Accredited Organisation such as promotional flyers or brochures).
- 5.6 Misuse of the Accreditation Mark may lead to the right to use the Accreditation Mark being withdrawn. An Accredited Organisation shall at all times give all such information regarding the use of the Accreditation Mark as the Authority may from time to time require, to include a list of the voluntary register Registrants using the Accreditation Mark. The Accredited Organisation shall permit an authorised representative of the Authority to conduct an audit, on reasonable notice and during business hours, of the uses to which the Accredited Organisation is putting the Accreditation Mark.
- 5.7 Accredited Organisations will provide Registrants with a copy of the current Corporate Branding Guidelines, these Regulations and any other Conditions of Use. Accredited Organisations will be responsible for monitoring the use of the Accreditation Mark by their Registrants and imposing an obligation on the Registrant to abide by the Corporate Branding Guidelines, these Regulations and any other Conditions of Use as may be imposed by the Authority from time to time.
- 5.8 Accredited Organisations shall:
 - 5.8.1 not apply for the registration of the Accreditation Mark (or any confusingly similar trade mark) as a trade mark in its own name in any part of the world;
 - 5.8.2 not challenge the Authority's use or registration of the Accreditation Mark or the validity of the Accreditation Mark;
 - 5.8.3 not bring or threaten to bring the Accreditation Mark into disrepute;
 - 5.8.4 comply with the Corporate Branding Guidelines, these Regulations and any other Conditions of Use

Breach of any of the above, along with any other material breach of these Regulations and/or Conditions of Use will allow the Authority to immediately withdraw the right to use the Accreditation Mark from the Accredited Organisation and its Registrants.

6 CONDITIONS OF USE OF THE ACCREDITATION MARK (REGISTRANTS)

- 6.1 Only Registrants that are:
- 6.1.1 on an Accredited voluntary register of the Accredited Organisation; and
 - 6.1.2 working within the United Kingdom,
- are permitted to use the Accreditation Mark.
- 6.2 It is a condition of use that the Accreditation Mark shall not be used without indicating that it is a certification mark.
- 6.3 Registrants are required to accept and operate in accordance with any Conditions of Use as set out in these Regulations and any other document containing Conditions of Use and the Authority's Corporate Brand Guidelines as amended from time to time. A copy of the Authority's current Corporate Brand Guidelines is attached at Annex 2.
- 6.4 The Accredited Organisation will monitor the use of the Accreditation Mark by its Registrants to ensure compliance with the Authority's Corporate Brand Guidelines and Conditions of Use.
- 6.5 In the event that the Corporate Brand Guidelines and the Conditions of Use are not complied with, the Authority and the Accredited Organisation on behalf of the Authority reserves the right to immediately withdraw the right to use the Accreditation Mark.
- 6.6 Where Registrants cease to be Registrants, all instances of the Accreditation Mark must be removed immediately from any stationery, PR, marketing or other materials and collaterals used by the Registrant in any media (save for such materials in the public domain but beyond the control of the Registrant such as promotional flyers or brochures).
- 6.7 Misuse of the Accreditation Mark may lead to the right to use the Accreditation Mark being withdrawn. Registrants shall at all times give all such information regarding the use of the Accreditation Mark as the Accredited Organisation or the Authority may from time to time require. The Registrant shall permit an authorised representative of the Accredited Organisation or the Authority to conduct an audit, on reasonable notice and during business hours, of the uses to which the Registrant is putting the Accreditation Mark.
- 6.8 Registrants shall:
- 6.8.1 not apply for the registration of the Accreditation Mark (or any confusingly similar trade mark) as a trade mark in its own name in any part of the world;
 - 6.8.2 not challenge the Authority's use or registration of the Accreditation Mark or the validity of the Accreditation Mark;
 - 6.8.3 not bring or threaten to bring the Accreditation Mark into disrepute;

- 6.8.4 comply with the Corporate Branding Guidelines, these Regulations and any other Conditions of Use;

Breach of any of the above, along with any other material breach of these Regulations and/or Conditions of Use will allow the Authority and the Accredited Organisation on behalf of the Authority to immediately withdraw the right to use the Accreditation Mark from the Registrant.

7 THE PROCEDURES FOR RESOLVING DISPUTES

- 7.1 Details of the Authority's Appeals and Complaints Procedure is at Annex 3 to these Regulations.
- 7.2 The Authority encourages early resolution of any disputes arising in relation to the use of the Accreditation Mark including the use of mediation where appropriate.