

IPA Digital Performance Certificate

Qualification Policies 2019 – 2020

Our policies are updated regularly. Please refer back to our online PDF rather than making a local copy.

Candidate Obligations	1
Definitions and Interpretation	1
1. Qualification Booking.....	2
1.1 Booking Deadline	2
1.2 Booking Name Change.....	2
1.3 Payment.....	2
1.3.1 Members.....	2
1.3.2 Non-members.....	2
1.4 Cancellation	2
2. Qualification Examination.....	3
2.1 Examination Pre-requisite.....	3
2.2 Online Examination.....	3
2.3 Examination Deferral.....	3
2.4 Examination Re-Sit	4
2.5 Extenuating Circumstances Deferral/Re-sit.....	4
2.6 Exam Conditions	4
2.6.1 Examination Honour Code	5
2.7 Extra Time & Other Special Requirements	5
2.8.1 IPA Exam/Assignment: Special Requirements Submission Form	5
2.8.2 Language Differences	5
3. Other	5
3.1 Grades and Grade Publishing	5
3.1.2 Fail Report	5
3.2 Shredding and Archiving.....	6
3.3 IPA Assistance: Technical & Otherwise	6
3.4 Qualification Mailing List	6

Candidate Obligations

You understand that following your booking you are a candidate member of the IPA professional development community and agree that as such you will behave respectfully to all other members and staff of our community.

You agree that you will familiarise yourself with and adhere to the Candidate Policies for the relevant course or qualification and all other regulations and policies that are brought to your attention.

You agree that you will be responsible for your learning and will pursue your studies conscientiously, making use of the resources and opportunities made available to you. You agree that you will attend any compulsory workshops, webinars, submit assignments and undertake examinations unless agreed otherwise with the IPA because of extenuating circumstances.

You will maintain the accuracy of your personal details, including your email address and other contact details, on the IPA website or by informing the IPA Professional Development Team of any changes. You understand that mail or messages sent at any time to you will be considered as sufficient to meet the IPA's responsibility to give due notice of updates or changes to the course or qualification.

Definitions and Interpretation

"Sales Representative": an individual, company, professional trade or L&D body that has the right to sell and run IPA courses and qualifications in their local market, in line with their contractual agreement with the IPA.

The IPA works with:

- 4A's, USA
- 4As, Malaysia
- Ampersand
- APG Canada
- European Association of Communication Agencies (EACA)
- Institute of Advertising Practitioners in Ireland (IAPI)
- Institute of Advertising Singapore (IAS)
- The Commercial Communications Council, New Zealand (Comms Council)
- The Communications Council, Australia

1. Qualification Booking

If you are making a booking on behalf of a candidate, it is your responsibility ensure they are informed of the booking and are aware of the Policies.

1.1 Booking Deadline

The booking deadline for a Digital Performance exam is set approximately 6 weeks before the exam date. Any bookings requested after the publicised booking deadline may be refused at the discretion of the IPA.

Exam Date	Booking Deadline
3 rd April 2019	20 th February 2019
3 rd July 2019	22 nd May 2019
2 nd October 2019	21 st August 2019
4 th December 2019	23 rd October 2019
1 st April 2020	14 th February 2020
1 st July 2020	15 th May 2020
30 th September 2020	14 th August 2020
2 nd December 2020	16 th October 2020

1.2 Booking Name Change

Name changes are permitted for the Digital Performance if the new candidate sits the Digital Performance exam on the original booked date.

Any name changes requested after the booking deadline may be refused at the discretion of the IPA. No name changes are permitted within 4 weeks of the exam.

There will be a name change fee of £50+VAT charged per change, paid directly to the IPA. An alternative candidate name must be provided before payment and within 3 working days. If this is not provided, the candidate must follow cancellation policy.

1.3 Payment

1.3.1 Members (corporate and personal)

Payment by invoice: invoices are raised at the point of booking and payment must be made within the IPA's 30-day payment term.

Online payment: made at point of booking.

1.3.2 Non-members

Qualification fees must be paid in full prior to candidates gaining access to the online learning.

All fees must be paid online.

Payment by invoice is only available for sums exceeding £4000, and payment must be made within the IPA's 30-day payment term.

If booking on through a Sales Rep, you must follow their payment terms.

1.4 Cancellation

If you change your mind about the Qualification, and wish to receive a full refund, you have to give notification within 14 days after we email you to confirm that we received your booking ("Cancellation Period").

You do not have a right to change your mind in respect of the Qualification booking if you have already completed the Qualification.

If you have partially accessed or viewed the Qualification and wish to cancel within the Cancellation Period, you will receive a refund equivalent to 50% of the price that you paid for that Qualification.

To cancel your Qualification booking, please contact the IPA by phone or email. Alternatively, you may write to us, including details of your order and your contact details. We will issue the relevant refund using the same method used for payment within 30 days of you telling us that you wish to cancel the booking.

If you made your booking through a Sales Rep, please contact them by phone or email to make your cancellation. They will issue the relevant refund as per your booking contract with them.

Refunds for cancellation other than as set out above will be dealt with on a case-by-case basis at the discretion of the IPA or Sales Rep and may be subject to an administrative fee.

To qualify for a cancellation free of charge on the grounds of extenuating circumstances, candidates must supply reasonable extenuating circumstances alongside proof/notice of absence from work, by email, to the IPA. This must be validated by the candidate's HR/manager by email. No calls will be accepted. Any requests made due to annual leave or work commitments known or not known at the point of booking will not be accepted as reasonable reason for cancellation at no charge under any circumstances.

2. Qualification Examination

2.1 Examination Pre-requisite

Candidates must pass a multiple choice assessment as a pre-requisite to sitting the final online exam. This is available in the online learning.

Candidates may attempt this assessment as many times as needed to achieve a pass grade.

Candidates who do not pass this assessment by their exam date are not permitted to sit the final exam and will be treated as a deferral or cancellation.

2.2 Online Examination

There is a minimum number of 10 delegates required to run an online exam. If there are not enough delegates registered for an exam, the IPA may cancel and reschedule the exam at their discretion.

Delegates that do have an examination cancelled by the IPA for this reason, or any other (i.e. technical difficulties) will be offered an alternative examination date at no charge.

2.3 Examination Deferral

A candidate can defer their Digital Performance examination to the next available date at no cost up to the booking deadline.

Any deferral requests made after the booking deadline will be charged at £100+VAT per candidate based in the UK, and £150+VAT per candidate for outside of the UK. This must be paid in full and

directly to the IPA at least 4 weeks prior to the new exam date. The deferral will not be confirmed until payment is received.

The deferral can only be allocated against the original booked name. Candidates may only defer their exam once and must commit to an alternate examination date at the point of request; this will be offered by the IPA. The selected exam date must fall within 12 months of the candidate's enrolment date.

A candidate must complete the Digital Performance qualification within 12 months of their enrolment date. If they wish to re-sit or defer their examination outside of these 12 months, they will be treated as a new booking and must pay the full qualification fees again.

Candidates may not defer from an exam for a second time, instead they will be treated as a new booking and must pay the full qualification fees again.

2.4 Examination Re-Sit

If a candidate fails their Digital Performance examination, they may re-sit at a future exam date.

Any re-sit requests will be charged at £100+VAT per candidate based in the UK, and £150+VAT per candidate for outside of the UK. This must be paid in full and directly to the IPA at least 4 weeks prior to the new exam date. The re-sit will not be confirmed until payment is received.

Candidates may only re-sit their exam once and must commit to an alternate examination date at the point of request; this will be offered by the IPA. The selected exam date must fall within 6 months of the candidate's failed exam date.

Candidates may not re-sit the exam for a second time; instead, they will be treated as a new booking and must pay the full qualification fees again.

2.5 Extenuating Circumstances Deferral/Re-sit

To qualify for a deferral free of charge on the grounds of extenuating circumstances, candidates must supply reasonable extenuating circumstances alongside proof/notice of absence from work, by email, to the IPA. This must be validated by the candidate's HR/manager by email. No calls will be accepted.

Extenuating circumstances will be dealt on a case-by-case basis at the discretion of the IPA. Any extenuating circumstances or deferral requests made due to annual leave or work commitments known or not known at the point of booking will not be accepted as reasonable reason for deferral at no charge under any circumstances.

If not provided prior to the examination, candidates should endeavour to inform the IPA on the day of the examination as soon as they are able.

In extreme circumstances of illness or injury if the candidate cannot sit the exam date offered by the IPA, they may defer their place to the following year. If the deferred candidate, does not sit their examination the following year the place will be lost and will lose 100% of the fee paid. No name changes can be applied to this place.

2.6 Exam Conditions

By proceeding with the examination, candidates understand and agree to sit the exam under an honest code of conduct as outlined by the IPA in the Examination Honour Code. Should they

engage in any activity that could result in gaining an unfair advantage, before, during or after the exam they understand that they risk disqualification.

The candidate and their agency/company accept all responsibility for fulfilling the IPA Examination Honour Code. If any candidate fails their paper due to disqualification, the IPA will not reimburse the candidate/agency/company for any payments made for the qualification.

2.6.1 Examination Honour Code

I will not give or receive unauthorised assistance, or engage in any activity that could result in gaining an unfair advantage, before, during or after the exam.

I will not refer to any notes, learning or printouts during the exam, as this is a closed book exam.

I will not confer with any other candidate for information regarding mine, or their, exam answers during the exam.

Should I engage in any activity that could result in gaining an unfair advantage, before, during or after the exam I understand that I risk disqualification.

2.7 Extra Time & Other Special Requirements

Candidates with dyslexia or dyspraxia are entitled to 25% extra time in the online examination, unless a different amount of additional time is stipulated in any supporting paperwork.

The IPA believes in accommodating the needs of all its learners. If any other special requirements are needed for sitting the online exam, we will do our best to accommodate these. Any request for extra time/special requirement must be submitted at least 4 weeks before the exam date in a special requirements submission form.

2.8.1 IPA Exam/Assignment: Special Requirements Submission Form

2.8.2 Language Differences

Extra time requests due to language differences do not extend to non-native English speakers sitting the exam in an English speaking country. Only non-native English speakers sitting the exam in a non-English speaking country are entitled to extra time in the exam; this 50% extra time is allocated automatically at the point of booking.

Non-native English speakers are permitted to use a translation dictionary during the online exam. This dictionary must be approved by the IPA prior to the exam date.

3. Other

3.1 Grades and Grade Publishing

Grades are released to candidates by email by the IPA.

All IPA qualifications go through a rigorous double marking process by independent markers. The IPA does not provide a breakdown of grades across our qualifications and courses, candidates will only be provided with their grade boundary. The IPA will not, under any circumstances, re-mark any paper. Grades will not change once released by the IPA.

Original papers are not available for candidates to request after the exam.

3.1.2 Fail Report

Upon request, the IPA can release a report with marker's comments to candidates who have failed their exam.

This feedback is written at a university level standard and should be used by the candidate to improve their paper should they re-sit.

The IPA will not ask for more feedback than is initially given. If however a delegate has any questions about feedback, they should contact the qualification's IPA contact.

3.2 Shredding and Archiving

Papers from online IPA examinations will be archived for a maximum of 2 years. Unless requested by a candidate they will be deleted/shredded following this date. Original papers are not available for candidates to request after the exam.

3.3 IPA Assistance: Technical & Otherwise

Technical assistance for the online learning and IPA website is available during IPA office hours: Monday - Friday, 9.30AM - 5.30PM, excluding UK holidays.

We aim to respond to all queries and support issues within 48 hours.

3.4 Qualification Mailing List

The IPA releases all information regarding the online learning and exam via email. By making a booking for an IPA qualification, the candidate agrees to be added to the mailing list for communication regarding the qualification and exam and will not unsubscribe.

It is the candidate and their agency/company's responsibility to ensure that the candidate is aware they have been booked onto the qualification and that they receive updates from the IPA regarding their qualification and exam. The IPA accepts no responsibility should any communication regarding their qualification or exam end up in the candidate's spam/junk/clutter folders.

Should a candidate unsubscribe from our mailing list, they understand that they will miss communication regarding their exam date, time, location, final grade, digital certificate of completion and any invites to relevant industry events.