

Content Standards & Acceptable Use Policy

(Providers)

Reversion: 9 November 2025

JC Human Resources Limited operates JC Learning.

1. Purpose

This Policy sets out content standards and acceptable use obligations for Providers on the Platform. It forms part of the JC Learning Provider Legal Framework, including the Master Provider Agreement, Refunds & Cancellations Policy, Assessment & Certificate Terms, and other incorporated policies.

2. Definitions

Capitalised terms not defined in this Policy have the meanings given in the Glossary of Defined Terms available on our website.

In particular:

- **Platform's course system (PCS):** the Platform's native course delivery system used to host steps, videos, and assessments.
- **Webinar:** a scheduled, live-online session.
- **Recorded Course (On-Demand):** pre-recorded, self-paced content.
- **CPD:** continuing professional development.

3. Legal & IP Compliance

3.1 Provider Content must not infringe copyright, trademark, privacy, publicity or other rights.

3.2 Providers must obtain licences or permissions for any third-party content (images, music, video, data, etc.).

3.3 Providers must comply with applicable laws and regulations.

3.4 Content must not be defamatory, obscene, hateful, discriminatory, misleading or otherwise unlawful.

4. CPD Claims

4.1 Providers are responsible for determining and accurately disclosing CPD hours.

4.2 The Platform does not verify CPD acceptance by regulators, employers or professional bodies.

4.3 Any CPD claims made in course materials, marketing or titles must be factual and supported by reasonable documentation.

5. Quality Standards

5.1 All courses and webinars must meet minimum technical and educational quality standards:

- (a) Video: minimum 720p resolution.
- (b) Audio: clear and free from persistent background noise.
- (c) Slides: fonts ≥ 16 pt, high contrast.
- (d) Accessibility: captions or transcripts recommended where feasible.

5.2 Providers must ensure content is professional, accurate, and kept up to date.

5.3 All course descriptions and outcomes must reflect the actual content delivered.

6. Prohibited Content & Conduct

6.1 Providers must not upload or distribute:

- (a) Illegal or infringing content, malware or spyware;
- (b) Misleading or fraudulent claims;
- (c) Confidential or personal learner information without consent.

6.2 It is strictly prohibited to:

- (a) Share, resell or publicly distribute content or links intended only for paid learners;
- (b) Encourage learners to bypass the Platform's checkout or payment systems;
- (c) Misuse learner data for off-platform marketing without explicit consent.

6.3 Violations may result in immediate suspension, takedown, withholding of payouts, or permanent termination.

7. Marketing Integrity

7.1 All promotional materials and communications must be accurate and compliant with JC Learning's Marketing & Exposure Policy.

7.2 Providers must not:

- (a) Use deceptive marketing claims (e.g., false endorsements or exaggerated credentials);
- (b) Use unauthorised third-party logos, trademarks, or names;
- (c) Publish content suggesting JC Learning accreditation beyond what is stated by the Platform.

7.3 All marketing assets must be approved and compliant with JC Learning's submission specifications.

8. Data Protection & Privacy

8.1 Providers may receive limited learner data (name, email, course enrolment status) for course administration only.

8.2 All such data must be used solely for attendance, certificate issuance, or learning support, in accordance with the Data Protection Notice (Providers) and the Personal Data (Privacy) Ordinance (Cap. 486).

8.3 Providers must not export, share, or reuse learner data for unrelated purposes without the Platform's written consent.

9. Reporting & Cooperation

9.1 Providers must promptly report any suspected breach of law, copyright complaint, or misuse affecting the Platform.

9.2 Providers must cooperate with JC Learning during investigations or takedown reviews.

9.3 Failure to cooperate may result in suspension or termination under the Master Provider Agreement.

10. Enforcement & Remedies

10.1 The Platform may:

(a) Request correction or removal;

(b) Suspend courses or accounts;

(c) Apply reserve holds, withhold payouts, or set-off damages consistent with the Master Provider Agreement;

(d) Permanently terminate or pursue legal action.

10.2 JC Learning may remove content immediately in urgent cases involving serious legal risk, fraud, or consumer harm.

10.3 The Platform's enforcement decisions are final and not subject to appeal except as required by law.

11. Updates

This Policy may be updated from time to time.

Material changes will be notified in advance via the Platform.

The latest version is always available at JC's Provider Legal Page.

Note:

This document forms part of the JC Learning Provider Legal Framework. By submitting the Provider Application Form or publishing content on the Platform, you agree to be bound by

the current version of this document and the Master Provider Agreement. The latest versions of all documents are available at JC's Provider Legal & Policy Center.