

Marketing & Exposure Policy (Providers)

Reversion: 9 November 2025

JC Learning is operated by JC Human Resources Limited.

1. Purpose

This Policy sets out the standards and procedures for exposure, marketing, and promotional placements of Provider content on JC Learning.

It forms part of the JC Learning Provider Legal Framework and is incorporated by reference into the Master Provider Agreement (Clause 9).

2. Scope

This Policy applies to all Providers and covers promotional placements including directory listings, featured highlights, newsletters, blogs, and other marketing exposures managed by JC Learning.

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

3. Exposure Items

3.1 Exposure entitlements are determined by the Provider's selected Plan tier (see Annex A – Plan Schedule).

These may include:

- (a) directory listing and filter visibility (type, category, language, price);
- (b) SEO optimisation (title/meta);
- (c) "Upcoming" highlights;
- (d) social/blog posts;
- (e) newsletter mentions; or
- (f) category-featured highlights.

3.2 Plan-specific exposure rights (e.g. Launch Year = directory only, Plus = highlight, Pro = featured) are as detailed in Annex A – Plan Schedule.

4. Scheduling & Placement

4.1 Exposure slots are scheduled and allocated at the Platform's discretion.

Specific dates, times, or display positions are not guaranteed.

4.2 Exposure begins only after all course materials, assessments (if applicable), and required assets are approved by JC Learning.

4.3 Rescheduling may occur for operational, legal, or compliance reasons.

Make-good placements may be provided at JC Learning's discretion if an exposure is missed due to Platform error.

4.4 The Platform reserves the right to adjust placements or remove content without prior notice where required for compliance, quality, or policy reasons.

5. Asset Requirements

5.1 Providers must supply complete and compliant marketing assets, including but not limited to:

- (a) Hero image (banners/feature blocks): minimum 1920px width, 16:9 aspect ratio;
- (b) Course/CPD page image: 696px × 522px;
- (c) Logos: high-resolution PNG or SVG with transparent background;
- (d) Text: title ≤70 characters; description ≤2000 characters;
- (e) Video (optional): MP4, 720p or higher.

5.2 All assets must be submitted at least 5 Business Days before the scheduled exposure.

Late or non-compliant submissions may result in delay or forfeiture of the slot without compensation.

5.3 JC Learning may reject or request revision of any asset not meeting specification, quality, or legal requirements.

Revisions submitted late may be rescheduled to the next available slot.

6. Compliance with Content Standards

6.1 All promotional content must comply with the Content Standards & Acceptable Use Policy (Providers).

6.2 Prohibited content includes:

- (a) Copyrighted or trademarked material without valid licence;
- (b) Misleading, unverifiable, or exaggerated claims;
- (c) Unauthorised use of JC Learning's name, logo, or affiliates.

6.3 Providers warrant that all marketing assets (text, image, video, and music) are cleared for use and indemnify JC Learning against any third-party IP claims.

7. Co-Marketing & External Promotion

- 7.1 Providers may not represent themselves as agents or partners of JC Learning without written approval.
- 7.2 Joint marketing campaigns, paid ads, or co-branded materials require prior written consent from JC Learning.
- 7.3 The Platform may share course information for legitimate marketing purposes, including newsletters, blog articles, and partner collaborations.

8. No Guarantees & Make-Goods

- 8.1 JC Learning does not guarantee specific exposure outcomes (e.g. impressions, clicks, or enrolments).
- 8.2 If exposure is missed due to Platform error, JC Learning may provide an equivalent make-good placement.
- 8.3 Monetary refunds are not provided for missed or underperforming placements.

9. Data Use & Privacy

- 9.1 Exposure campaigns may use aggregated, anonymised analytics for performance reporting.
- 9.2 No personal learner data is shared with Providers except as permitted by **the** Data Protection Notice (Providers).
- 9.3 Providers must not use any marketing or exposure data for unrelated purposes or transfer it outside approved systems.

10. Breach & Enforcement

- 10.1 Violations of this Policy (e.g. false advertising, unapproved logos, or data misuse) may result in:
 - (a) Suspension of exposure privileges;
 - (b) Removal of marketing materials;
 - (c) Reserve holds or payout withholds;
 - (d) Termination of Provider account.
- 10.2 JC Learning reserves the right to remove or modify promotional placements immediately in urgent cases.

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.

Notes:

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.