



Public Information and Consumer Protection Policy

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Author:	Chief Academic Officer
Policy Owner:	Chief Academic Officer
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Responsible Committee:	College Management Team (CMT)
Approved by and date:	College Management Team (CMT) – 23 October 2026
External reference points:	OfS Conditions of Registration C1 (guidance on consumer protection law), C3 (student protection plan) and F1 (transparency information); OfS initial condition C5 (treating students fairly), including the prohibited behaviours list; OfS consultation on a proposed ongoing condition C6 (treating students fairly), decision awaited; Digital Markets, Competition and Consumers Act 2024, Part 4 (unfair commercial practices, in force 6 April 2025); Consumer Rights Act 2015; Competition and Markets Authority (CMA), Higher education: consumer law advice for providers (CMA182) and the accompanying short guide; UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (CAP Code); Office of the Independent Adjudicator (OIA) Good Practice Framework
Linked policies:	SLCC 6.1 Terms and Conditions; SLCC 6.2 UKCBC Tuition Fee Refunds and Compensation Policy; SLCC 6.3 Complaints Policy; SLCC 6.9 UKCBC Student Handbook; SLCC 6.12 Admissions Policy; SLCC 6.13 Student Protection and Material Changes Policy; GA 3.3 UKCBC Corporate and Academic Governance Framework; DIG 2.3 Student Privacy Notice
Audience:	All staff who create, approve or publish information for prospective or current students, including marketing, admissions, registry, academic and student support staff, and any agents acting on the College's behalf

1. Purpose

This policy sets out how the UK College of Business and Computing (UKCBC), referred to in this policy as the College, ensures that the information it publishes for prospective and current students is accurate, clear, timely, accessible and not misleading, and that students are treated fairly as consumers throughout their relationship with the College, from first enquiry to completion.

Accurate public information is the foundation of a fair student contract. Students choose courses, commit money and time, and plan their futures on the strength of what the College tells them. This policy establishes the standards, controls, responsibilities and assurance through which the College meets its obligations under consumer protection law and the OfS conditions of registration, and the standard the Board of Governors expects of every piece of student facing information.

2. Scope

This policy applies to all information produced by or for the College and directed at prospective or current students, in any medium and at any stage of the student lifecycle. This includes the College website; prospectuses and course pages; advertisements and social media content; open day and recruitment event materials; information provided by or through agents; offer letters and pre contract information; terms and conditions and fee information; course handbooks, module information and timetables; and information about ancillary services the College provides or arranges.

It applies to all staff and to third parties who communicate with prospective students on the College's behalf, including recruitment agents. Information published by awarding body partners about their own awards remains the partner's responsibility, but the College is responsible for the accuracy of partner related statements in its own materials.

3. Definitions

Term	Meaning
Material information	Information an average prospective student needs in order to make an informed decision, including course content and structure, awarding body, location, mode and length of study, entry requirements, tuition fees and any additional costs, and the circumstances in which the course might change.
Unfair commercial practice	A practice prohibited by Part 4 of the Digital Markets, Competition and Consumers Act 2024, including misleading actions, misleading omissions, and aggressive practices such as undue pressure to accept an offer.
Student contract	The contract formed between a student and the College, comprising the offer, the terms and conditions (SLCC 6.1) and the material information incorporated into it.
Content owner	The member of staff responsible for the accuracy and currency of a defined set of student facing information, as recorded in the information inventory described in Section 10.

4. Regulatory framework

4.1 OfS conditions of registration

Under ongoing Condition C1, the College must demonstrate that in developing and implementing its policies and procedures it has given due regard to relevant guidance on consumer protection law, including the CMA's advice for higher education providers. Under Condition C3, the College maintains an approved student protection plan; the operational response to course changes is set out in SLCC 6.13. Under Condition F1, the College provides transparency information as required by the OfS.

The OfS initial condition C5 (treating students fairly), in force from 28 August 2025, applies to the College's registration application. It requires clear and accessible information about what students can expect, what happens if a course changes, and how to complain, and it is accompanied by a prohibited behaviours list, including limiting students' contractual rights, unfairly penalising students financially, and presenting inaccurate information about the provider or its courses. This policy is designed so that the College's practice meets condition C5 in full.

Regulatory horizon: The OfS consulted between April and July 2026 on replacing ongoing Conditions C1 and C3 with a single ongoing condition C6 (treating students fairly), including a requirement to publish a consolidated set of student protection documents on a single web page. The OfS decision is expected in autumn 2026. This policy is designed to be compatible with the proposed condition and will be reviewed when the final decision is published.

4.2 Consumer protection law

From 6 April 2025, the unfair commercial practices regime in Part 4 of the Digital Markets, Competition and Consumers Act 2024 replaced the Consumer Protection from Unfair Trading Regulations 2008. The College must not engage in misleading actions or omissions, or aggressive practices, in its dealings with prospective and current students. The Consumer Rights Act 2015 governs the fairness and transparency of the student contract: terms must be fair and prominent, services must be performed with reasonable care and skill, and information given to the student that they rely on is treated as a term of the contract.

The CMA's advice for higher education providers (CMA182) and its short guide describe how consumer law applies across the student lifecycle. The College gives due regard to this advice, and to any successor guidance issued under the 2024 Act, in everything this policy covers.

5. Principles

- **Accurate.** Every factual claim in student facing information is correct at the time of publication and verifiable against an authoritative source.
- **Clear.** Information is written in plain English, and important information is given the prominence its importance deserves, never hidden in small print or behind links.
- **Timely.** Material information is available to prospective students before they make each decision: when researching, when applying, and when accepting an offer.
- **Complete.** Information does not mislead by omission. Additional costs, entry requirements, limitations and the possibility of change are stated openly.
- **Fair.** The College does not use pressure selling, artificial deadlines or incentives that could lead a student to make a rushed or ill informed decision.
- **Accessible.** Information is available in accessible formats and written for an audience that includes students for whom English is a second language.
- **Consistent.** The same facts are stated the same way across every channel, and superseded information is removed promptly.

6. Information for prospective students

The College provides material information at three stages, in line with CMA advice.

6.1 Research stage

Before application, course information published on the website and in the prospectus states for each course: the award and awarding body; course content, structure and length; mode of study, timetable patterns and location of teaching; entry requirements; tuition fees for the duration of the course, the circumstances in which fees may change, and any additional mandatory costs such as materials or trips; and how to access the terms and conditions, the Student Protection Plan and the complaints procedure.

6.2 Application and offer stage

Offer communications restate the material information for the specific course and intake, state any conditions of the offer, and provide the terms and conditions (SLCC 6.1) and fee information before the applicant accepts, together with information about cancellation rights and the cooling off period. The applicant's attention is drawn to any changes made since they applied.

6.3 Enrolment stage

At enrolment the College confirms the information the student contract is based on, and the Student Handbook (SLCC 6.9) and course handbook give the student the operational detail of their course. Changes between offer and enrolment are handled under SLCC 6.13.

7. Marketing, advertising and agents

All advertising and promotional material complies with the CAP Code and is legal, decent, honest and truthful. Claims about outcomes, rankings, satisfaction or employability are made only where they are current, sourced and verifiable, and the source is cited. Testimonials are genuine and used with consent. Comparative claims are not made unless they can be substantiated.

Where the College engages agents to recruit students, the agents act under written agreements that bind them to this policy, the CAP Code and consumer protection law. Agents use only materials approved by the College, are given no authority to vary fees, entry requirements or course information, and are monitored by the Head of Marketing, with concerns escalated to the Chief Academic Officer. Misrepresentation by an agent is treated as a serious contractual breach.

8. The student contract and fair terms

The terms and conditions (SLCC 6.1) and all documents incorporated into the student contract are reviewed for fairness and transparency against the Consumer Rights Act 2015 before each admissions cycle. The College does not use terms that limit students' statutory rights, impose disproportionate penalties, allow wide unilateral variation, or make refunds and compensation unclear; fee, refund and compensation arrangements are set out in SLCC 6.2. Changes to terms between cycles are approved through CMT and brought to the attention of applicants who hold offers.

9. Changes to courses and material information

Where the College proposes to change, suspend or close a course, or to change material information after publication, SLCC 6.13 Student Protection and Material Changes Policy governs the decision, the communication to affected students and applicants, and the support offered, consistent with the

Student Protection Plan. Published information is corrected as soon as an inaccuracy or change is identified, and the correction date is recorded.

10. Information accuracy control

The College operates a single information accuracy control cycle for student facing information.

- An information inventory, maintained by the Head of Marketing, lists every student facing publication and web area, its content owner and its last verification date.
- Content owners verify the accuracy of their information before each admissions cycle opens and whenever a change occurs, against authoritative sources: validated programme documents for academic content, the approved fee schedule for fees, and the awarding body agreement for partner statements.
- New or materially changed student facing content is approved before publication: academic claims by the Chief Academic Officer or nominee, admissions and entry information by the Admissions Manager, fees by the Finance Manager, and marketing copy by the Head of Marketing.
- An annual information accuracy audit, coordinated by the Head of Marketing and reported to CMT, samples published information against source documents and records corrections made.

11. Complaints and redress

Students and applicants who believe information was inaccurate or misleading, or that they have been treated unfairly, may complain under SLCC 6.3 Complaints Policy, and, on completion of the College's procedures, to the Office of the Independent Adjudicator. The College tells students clearly how to complain, does not discourage or penalise complaints, and uses complaint themes about information accuracy as an input to the annual audit in Section 10.

12. Roles and responsibilities

Role or body	Responsibility
Board of Governors	Ultimate accountability for the College's compliance with consumer protection law and OfS information conditions; receives annual assurance.
Chief Academic Officer	Policy owner. Accountable for the accuracy of academic and regulatory information, approves academic claims, and reports compliance to CMT and the Executive Leadership Team.
Chief Operating Officer	Accountable for the operational marketing and admissions functions operating within this policy.
Head of Marketing	Maintains the information inventory, approves marketing copy, monitors agents, and coordinates the annual information accuracy audit.
Admissions Manager	Accountable for the accuracy of admissions, entry requirement and offer information, and for pre contract information reaching applicants.

Role or body	Responsibility
Finance Manager	Accountable for the accuracy of published fee and additional cost information.
Content owners	Verify and maintain the accuracy of their assigned information.
College Management Team	Responsible Committee: approves the policy, receives the annual information accuracy audit and directs corrective action.
Quality of Education Committee	Receives assurance that published academic information matches validated provision, escalating concerns to Academic Board.

13. Training and awareness

Staff who create or approve student facing information receive briefing on this policy, the CMA advice and the unfair commercial practices regime at induction and when requirements change. The Head of Marketing maintains short practical guidance for content creators, including the approved descriptions of courses, fees and partners.

14. Monitoring, assurance and review

The Chief Academic Officer monitors the operation of this policy. CMT receives the annual information accuracy audit; the Quality of Education Committee receives assurance on academic information; and the Executive Leadership Team reports annually to the Board of Governors on consumer protection compliance, drawing on complaint themes, audit findings and regulatory developments. Compliance risks are recorded and managed under GA 3.2 Risk Management Framework. The policy is reviewed at least every two years, and immediately upon publication of the OfS decision on the proposed ongoing condition C6.

15. What this means for you

If you write, approve or publish anything a student or applicant will read: check every fact against the authoritative source, state costs and requirements completely, never promise what the College cannot be sure to deliver, and route new or changed content through the approvals in Section 10. If you find published information that is wrong, report it to the content owner or the Head of Marketing straight away so it can be corrected. Fair, accurate information is a regulatory obligation, and every member of staff shares it.

Version History

Version	Date	Author	Summary of changes	Approved by
1.0	23 October 2026	Chief Academic Officer	Initial version. Abbreviation spelt out at first use in line with GA 3.1 (25 October 2026).	College Management Team (CMT)