



Conflict of Interest Policy

Introduction

Digital Marketing Mentor is committed to ensuring that individuals undertaking an apprenticeship course, programme of learning, training or any other activity provided by the company do so confidentially, honestly, fairly and with integrity and objectivity.

This policy applies to all trainers, mentors, assessors, internal verifiers and any other personnel associated with Digital Marketing Mentor in delivering its programmes.

Policy Aim

This policy is designed to safeguard the integrity of the programmes and courses delivered by Digital Marketing Mentor, promoting confidence in the objectivity and impartiality of all of its activities.

The policy aims to draw attention to possible conflicts of interest and provide a framework to identify and manage them. This policy does not attempt to identify and cover every possible conflict of interest that may arise but provide some procedures that will allow the application of common sense.

What is a Conflict of Interest?

A conflict of interest is a situation in which an individual, in a position of trust, has direct or indirect contact which may enable their judgements to be influenced and give the impression that personal motives are involved. These competing interests can make it difficult for people to fulfil their duties because it could:

- Impair the individual's objectivity
- Create an unfair advantage for any person or organisation

An apparent conflict of interest can be as damaging as a real conflict. An apparent conflict of interest may arise where any reasonable person with knowledge of the relevant facts would query the impartiality of the issues being considered.

Register of Interests

Digital Marketing Mentor recognises that individuals are entitled to manage their own affairs in privacy. Where these affairs could give rise to actual or potential detriment of the company attention should be drawn to it.

Where an actual or potential conflict of interest arises this should be declared to the Managing Director.

Examples of what an affected person needs to declare, although not exclusively:

- Anything where the affected person is likely to make a financial gain or avoid a loss at the expense of a customer
- Has an interest in the outcome of a service provided to a customer
- Has a financial or other incentive to favour the interest of any customer over the interests of another customer
- Is employed by the same business as a customer

- Receives or will receive from a person other than a customer an incentive in relation to a service provided to a customer in the form of monies, goods or services.

Managing Conflicts of Interest

In order to implement this policy, based on a review of any declaration and supporting information received it will be determined if the affected person has an actual, potential or apparent conflict of interest. It may be required that appropriate actions are taken to reduce or remove any identified conflict of interest by:

- Disclosure to other interested parties
- Restricting access to particular information
- Rearrangement or transfer of responsibilities eg appointing an alternative assessor
- Replacement of the individual

In many cases a declaration of interest and undertaking by the affected person to relevant parties to prioritise the interests of Digital Marketing Mentor will be sufficient.

Once a report has been reviewed the outcomes will be recorded and placed on file. The person making the report will be advised of the outcomes, subject to any areas of specific confidentiality.

Where a conflict of interest is noted or reported after the event and has potentially compromised security of certification, the relevant Awarding Body will be advised.