

Content Policy



Together

We are **Clemark Group**,

Registered in England & Wales under **Associate Enterprises Limited** and including all wholly owned subsidiaries. We also trade as Assent, Lorators, Clemark.

Our integrated management system covers the provision of consultancy, auditing, training, creative, technology and other professional services delivered in-person and remotely to ensuring the quality of products/services and the security of all information.

General

Our Company operates several websites with the intent of:

- Promoting our products & services,
- Providing information & content,
- Communicating & interacting with interested parties,
- Generating revenue through advertising and affiliate marketing.

The content includes text, pictures and media that may come from authors inside our company or from other external parties, such as selected partners, guest bloggers or contributors.

In the scope of this policy, we deem a 'Contributor' to be any external party who has provided content with the intent and permission for us to publish it on one or more of the websites we operate.

Acceptable Content

General Guidelines

We will **not** knowingly publish content that we believe falls within the following categories:

- Contributor does not own or have rights to the content,
- Content does not or may not comply with applicable legislation,
- Content which is in poor taste including obscene, offensive or adult material.

Advertising

Some of our websites show advertisements selected by third parties including Google Adsense. Advertisements are clearly labeled.

Affiliate Links

Some of our websites contain affiliate links to carefully selected partner products and services. When you click on one of these links and go on to make a purchase, the vendor will pay us a fee.

We currently use affiliate links in the current contexts:

- Referring you to the BSI Shop to purchase copies of relevant international standards,
- Referring you to CPD Online College to purchase relevant online training courses,
- Referring you to BSI Training to purchase relevant training courses.

From time-to-time we may also engage with other third parties and affiliate schemes.

When an affiliate link is used on a web page, we will inform the user by declaring the use of affiliated links either on the page or in the footer of the page.

Specific Guidelines

We will also apply these specific guidelines to content:

- Is it relevant to the audience of the website?
- Is it likely to cause offence to the audience of the website?

We reserve the right to reject or remove content at any time without reason.

Author Credits

Content will be credited to the author and may include the following information:

- Author Name,
- Date of publication,
- If published on your own blog, reference the original blog link.

Copyright and Intellectual Property

- The contributor must own the content they provide to us.
- We will copy and retain the content for backup purposes.
- We may publish the content on other websites we run, where we feel it is applicable to the subject of that website.
- Content will always retain its author credits.
- Our websites are indexed on search engines therefore your content may appear in searches and a cache of your content may still be available even after it has been removed from our platform.
- Our websites have a public facing RSS feed, which means content may be syndicated on other third party websites.

Use of Photographs, Images, Videos & other Stock Media

While it is our preference to use bespoke media that has been created by our company, we often need to use stock photographs, images and other media.

We use several sources including:

- **Fotolia** (<https://en.fotolia.com>) account with ID: 46267. (Now Adobe Stock)
- **Adobe Stock**. Via a named *****@assent1.com Account.
- **Videezy**. Attributed to author under a Creative Commons License.
- **MelodyLoops.com**. Audio files. Via a named *****@assent1.com Account.

We may use other stock sources.

Complaints and Concerns

We will respond to complaints or concerns regarding published content that are raised via our helpdesk system.

Please refer to our 'complaints and concerns procedure' for more information on the process: <https://www.clemarkgroup.com/together/>