



DMCCA 2024 & CMA Compliance Policy

1. Purpose

This policy outlines the Voice Study Centre's commitment to consumer protection, ensuring all practices comply with the Digital Markets, Competition and Consumers Act 2024 (DMCCA) and related legislation, including the Consumer Protection from Unfair Trading Regulations 2008, Consumer Contracts Regulations 2013, and the Consumer Rights Act 2015.

2. Key Principles

The Voice Study Centre will uphold the following principles to ensure fair and transparent dealings with all students:

- **Transparency:** All information provided to prospective and current students must be clear, accurate, and easily accessible.
 - **Fairness:** All terms, conditions, and processes will be fair, avoiding misleading, aggressive, or coercive practices.
 - **Accountability:** The institution will take proactive steps to address and resolve student issues and complaints in a timely and effective manner.
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3. Policy Requirements

All marketing and course information must be transparent and evidence-based.

- **Material Information:** The website, prospectuses, and offer letters must clearly state all material information, including course structure, delivery methods (e.g., online vs. in-person), and assessment details.
- **Fees and Costs:** All mandatory fees and costs must be clearly displayed upfront. "Drip pricing," where additional fees are added late in the purchasing process, is now explicitly banned.

- **Claims:** Avoid generic or unverifiable statements (e.g., "world-leading"). All claims must be supported by clear, credible evidence, such as published rankings or accreditations.
- **Misleading Omissions:** The DMCCA 2024 removes the need to prove that an omission of material information demonstrably influenced a student's decision. Failing to provide necessary information is now inherently unfair.

3.1 Terms and Conditions

Contractual terms must be fair and not misleading.

- **Unfair Terms:** Ensure terms and conditions do not limit liability for poor performance, take ownership of a student's intellectual property, or impose academic sanctions for non-tuition debts.
- **Cancellation Rights:** Students must be informed of their 14-day right to cancel from the date the contract is entered into, and a model cancellation form must be provided.

3.2 Subscription Contracts (Effective Spring 2026)

Voice Study Centre will adhere to new regulations regarding subscription contracts.

- **Clear Information:** Provide detailed pre-contract information and a 14-day cooling-off period.
- **Renewal Reminders:** Send renewal reminders to students before a contract automatically renews.
- **Easy Cancellation:** Ensure the cancellation process is straightforward, allowing students to exit a contract easily with a single communication, thereby preventing "subscription traps".

3.3 Fake Reviews and Endorsements

The DMCCA 2024 explicitly bans the creation or commissioning of fake reviews.

- **Authenticity:** Voice Study Centre will not post fake positive reviews, suppress negative feedback, or otherwise manipulate review platforms.
- **Transparency:** Any testimonials or endorsements used in marketing must be genuine, and any paid promotions or incentives for reviews must be clearly disclosed.

4. Policy Oversight and Review

This policy will be reviewed annually to ensure continued compliance with all relevant legislation and guidance. Staff training will be conducted to ensure awareness of these regulations and their implications.

Last updated October 2025