

§1 Subject of the Regulations

1. These regulations shall define the rules, scope, terms and conditions of participation in the 13th Edition of the Advantage Member Scheme for institutions which register groups of candidates for Cambridge English Qualifications offered by the British Council, hereinafter referred to as the programme.
2. The programme shall be organised by Fundacja British Council with its seat in Warsaw, at Koszykowa 54, hereinafter referred to as the British Council.
3. The 13th Edition of the programme shall be executed in the period from 1 August 2020 until 31 July 2021.
4. The programme shall be divided into two phases: phase one – from 1 August 2019 to 31 July 2020 the British Council shall collect information on the number of candidates registered through a group entry by particular institutions subject to this programme through group entries over the course of this period for Cambridge English Qualifications and IELTS tests offered by the British Council; phase two – from 1 September 2020 to 31 July 2021, on the basis of the collected information, the offer shall be executed (subject to the provisions contained in §3.IV.2 of these regulations).
 - a) the first phase does not apply to schools and institutions that are members of the 12th edition of Advantage, based on submitted registration forms. All participants of the 12th edition are unconditionally included in the 13th edition of the programme.

§2 Rules for participation in the programme

I. Rules for participation in the programme

1. The programme may be joined and participated in by every language school, educational institution and company which, in the period between 1 August 2019 and 31 July 2020, registers through a group entry at least five of its students or employees for Cambridge English Qualifications which are subject to this programme, i.e.
 - a) Pre A1 Starters, A1 Movers, A2 Flyers (YLE),
 - b) A2 Key (KET, KET for Schools),
 - c) B1 Preliminary (PET, PET for Schools),
 - d) B2 First (FCE, FCE for Schools),
 - e) C1 Advanced (CAE),
 - f) C2 Proficiency (CPE),
 - g) Business (BEC – Preliminary, Vantage, Higher), as well as
 - h) International English Language Testing System (IELTS),
2. The time of the registration is considered to be the moment of submitting to the examination centre registration documents and proof/proofs of payment for the particular examination in accordance with the examination regulation valid for the specific examination and session.
3. British Council Examination Centres may participate in the programme according to the rules binding for other institutions participating in the programme.
4. Institutions which join the programme shall be hereinafter referred to as “participants”.
5. Institutions which have registered candidates for examinations which are subject to this programme through a group entry and have submitted in the examination centre lists of candidates which include different contact details of these institutions shall be regarded as separate programme participants even if they appear under the same brand.

II. Participation declaration

1. An institution interested in participation in the programme declares its willingness to join the programme, on the online application form provided by the British Council, available once the British Council has calculated the number of candidates registered by the institution in the first phase of the programme and sent to this institution information on the rights resulting thereof. The information shall be sent to the institution by 7 August 2020.
2. The application sent to the British Council shall contain the following data:
 - a) full name of the participant
 - b) address, telephone number as well as the e-mail address of the participant
 - c) indication of agreement or lack of for the transfer of the participant’s contact data to the programme partners – Cambridge University Press (Holdings) Limited (Sp. z o.o.), with its seat at Sienna 86/25, 00-815 Warszawa and Cambridge Assessment Overseas Limited Sp. z o.o. Przedstawicielstwo w Polsce (a representation of

Cambridge Assessment English in Poland), with its seat at Sienna 86/99, 00-815 Warszawa as per §3.IV.4 of these regulations.

3. The application shall be sent to the British Council by 15 September 2020.
4. The programme participant shall be obliged to inform the British Council of changes in the data listed above in points 2a and 2b at every stage of the programme.

III. Waiver of participation in the programme

1. Participants have the right to terminate their participation in the programme at any time. This should be done in writing to the British Council exams team in Poland by email to advantage@britishcouncil.pl or by post to Exams Manager Poland, Fundacja British Council, ul. Koszykowa 54, 00-675 Warszawa. Participation will cease from the moment the British Council receives written notification requesting this.
2. In the event of termination of participation, the right to receive the benefits within the offer the participant was entitled to shall expire and shall not be transferred onto other institutions.
3. In the event of termination of participation, participants are obliged to remove the Advantage logo from their website and if applicable return the Advantage plaque and refrain from referring to the Advantage programme from thereon.

§3 Rules of the Programme

I. Levels of participants

1. The offer which particular participants of the programme are entitled to shall be dependent on the number of candidates collectively registered in the first phase of the programme, i.e. between 18 May 2018 and 31 July 2019, for the Cambridge English Qualifications and IELTS tests listed in §2 of these regulations by a given institution.
 - a) the offer available under the programme will be executed unconditionally for all schools and institutions registered in the 12th edition of the programme in accordance with the then specified categories of participation. If the registrations for the Cambridge English exams of a participant of the 12th edition, made between 1 August 2019 and 31 July 2020, indicate a higher category in the 13th edition, the participant is entitled to an adequate offer.
2. The programme participants shall be divided into two levels:
 - a) Advantage member – participants of the programme who in the first phase of the programme registered from 5 to 30 candidates through a group entry for the examinations listed in §2 of these regulations;
 - b) Advantage Premium member – participants of the programme who in the first phase of the programme registered more than 30 candidates through a group entry for the examinations listed in §2 of these regulations.

II. First phase of the programme

1. The British Council shall contact the institution by 7 August 2020 by e-mail, provided it meets the terms and conditions of participation in this programme listed in §2 of these regulations – and shall inform it of the number of candidates registered in the abovementioned period, of the level granted to it therefrom, of the offer it is entitled to therefrom and shall offer the institution participation in the programme.
2. Institutions wishing to join the programme should complete the formalities listed in §2.II of these regulations.

III. List of benefits available to the participants qualified for particular levels

1. The programme participants qualified for the “Advantage member” level shall receive:
 - a) the right to register their students/employees for the following Cambridge English Qualifications: Pre A1 Starters, A1 Movers, A2 Flyers (YLE), A2 Key (KET, KET for Schools), B1 Preliminary (PET, PET for Schools), B2 First (FCE, FCE for Schools), C1 Advanced (CAE), C2 Proficiency (CPE) and Business (BEC – Preliminary, Vantage, Higher) at a discounted fee which shall be announced by the British Council Director no later than one month prior to the commencement of registration for subsequent examination sessions of the abovementioned examinations
 - b) invitations for one online conference organised by the British Council and Cambridge Assessment English Poland in the school year 2020/21
 - c) one publication from the current Cambridge University Press catalogue funded by the Cambridge University Press based on a selection made in an electronic form, which will be sent to the participant in the first quarter of 2021, www.britishcouncil.org/advantage-cambridge-teachers
 - d) access to 20-hour online methodological courses funded by Cambridge University Press on the Cambridge Teacher Development platform:
 - Understanding Assessment (1 course / 1 person)
 - Testing and Assessment (1 course / 1 person) – available choices: How to teach Cambridge English: Advanced (C1 Advanced), How to teach Cambridge English: First (B2 First), How to teach IELTS, Learning Oriented Assessment, www.britishcouncil.org/Advantage-cambridge-teachers
 - e) a certificate in English, issued by the British Council confirming that the programme participant registers groups of candidates for Cambridge English Qualifications
 - f) the right to use the “Cambridge Assessment English Preparation Centre” logo in the participant’s promotional materials and website in accordance with the rules and guidelines stated by Cambridge Assessment English
 - g) for Candidates registered for B2 First, B2 First for Schools and C1 Advanced exams – free access to the British Council online platform [LearnEnglish Exams](https://www.britishcouncil.org/learn-english-exams)

- h) free access to **Road to IELTS**: the British Council's official online IELTS preparation course for all candidates you register to take IELTS
 - i) access to the electronic version of "Parents' Guide to English Language Exams" developed by the British Council
 - j) regular briefings about British Council examinations activities, new offers and general events organised by the British Council via our British Council and Advantage e-newsletters. Participants may unsubscribe from these newsletters at any time
 - k) 50% discount when booking our paid methodology seminars and workshops for teachers. More information about our paid "workshops on demand" offer is available on the British Council website in the "**Events for Teachers**" section
 - l) three invitations to attend free methodology seminars and webinars for teachers organised by the British Council in your region. Where possible, the seminars will be accompanied by product (books & examinations) presentations organised by partners and textbook sales at discounted fees.
 - m) ready materials for conducting Cambridge English Qualifications mock exams with the *Mock Test Guide*
 - n) free access to online courses available on British Council MOOC platform <https://learnenglish.britishcouncil.org/moocs>
 - o) British Council posters with tips on how to prepare for Writing, Reading, Listening and Speaking are available for download at the beginning of the academic year
 - p) British Council digital posters with hints and tips to help your candidates prepare for Cambridge English Qualifications: A2 Preliminary, B2 First, C1 Advanced and C2 Proficiency available for you to download at the start of the academic year
2. The programme participants qualified for the "Addvantage Premium member" level shall receive:
- a) the benefits listed in point III.1 of this paragraph included in the "Addvantage member" level
 - b) personal certificates for teachers preparing students for Cambridge English Qualifications in the particular institution, certifying their experience in the field
 - c) a certificate in English issued by Cambridge Assessment English, which states that the participant has the status of Cambridge Assessment English Preparation Centre
 - d) one Cambridge English Practice Test Pack funded by Cambridge Assessment English at the level chosen by the Program participant from those available at the time of ordering
 - e) an invitation to participate in a webinar training organised and provided by Cambridge Assessment English Poland in the school year 2020/21
 - f) 50% discount on any Cambridge English Qualification taken in an open session for one member of staff or student of the institution which is a member of the programme
 - g) the option of conducting a maximum 3-hour free methodology seminar for teachers of Cambridge English Qualifications at the institution's premises on a day agreed in advance with the British Council
 - h) the option of hiring a plaque with a member logo from the British Council, to be placed at the institution's premises
 - i) the option of inviting British Council's representative to the events organised by the institution, such as awarding ceremonies, signing cooperation agreements, honorary patronage of the competitions promoting English language learning

IV. Second phase of the programme – offer execution and programme completion

1. Execution of the offer, understood as providing the programme benefits with the products listed in point III of this paragraph, pursuant to their qualification for a particular level shall take place between 1 September 2020 and 31 July 2021, but not earlier than the time when the institution declares its willingness to join the programme in writing to the British Council and subject to the provisions contained in §3.IV.2 of these regulations.
2. Benefits which are dependent on the participant's decision, such as taking advantage of discounted fees, organization of a presentation or examination on the participant's premises are forfeited should the participant not take advantage of them by 31 July 2020.
3. Benefits listed in points III.1.c) and e) as well as III.2.d) shall be executed by the British Council during the second phase of the programme by post (at the British Council's expense).
4. The programme participant will receive the benefits provided by Cambridge University Press and Cambridge Assessment English under the condition that they indicate agreement (in writing on the application form) to the transfer of the participant's contact data, the name and surname of a contact person and the level of membership to which the participant is entitled to Cambridge University Press (Holding) Limited (Sp. z o.o.), with its seat at Sienna 86/25, 00-815 Warsaw and Cambridge Assessment Overseas Limited sp. z o.o., Przedstawicielstwo w Polsce (a representation of Cambridge Assessment English), with its seat at Sienna 86/99, 00-815 Warsaw. The publications will be sent to the participants by post to the addresses indicated in the electronic application form.
5. Upon completion of the 13th Edition of the programme all rights of the programme participant related to its registration of a given number of candidates through a group entry in the first phase of the programme shall be forfeited.
6. In the event of launching another edition of the programme, the rights of the programme participant from the previous edition shall not be transferred onto the next one and shall not cumulate.
7. The programme participant shall not receive any financial equivalent for the benefits listed in point III of this paragraph.
8. The rights of the programme participant shall not be transferred onto other institutions.

§4 Use of information of participation in the programme for promotion and advertising purposes

1. The programme participants are entitled to use the logo “British Council Addvantage member” in their promotional materials and on their websites for the duration of the 13th Edition of the programme, in accordance with the rules and guidelines in attachment no 1.

§5 Final provisions

I. Complaints

1. The programme participant shall be entitled to lodge complaints pertaining to its qualification for a given participants' level and to the way the offer has been executed to the British Council by email to addvantage@britishcouncil.pl or by post to Exams Manager Poland, Fundacja British Council, ul. Koszykowa 54, 00-675 Warszawa.

II. Participant's exclusion from the programme by the British Council

1. The British Council reserves the right to exclude a participant from the programme in the event the participant fails to timely fulfil its financial obligations towards the British Council or breaches the terms and conditions of these regulations.
2. In such an event, all the rights acquired by the programme participant before its exclusion from the programme shall expire.
3. The British Council shall inform the participant of the exclusion in writing.

III. Amendments to the regulations

1. The British Council reserves the right to end the programme prior to the date mentioned in §1 of these regulations or to extend it beyond the date mentioned in §1 of these regulations.
2. The British Council reserves the right to introduce amendments to these regulations and undertakes to inform the programme participants of the amendments by e-mail or post.
3. Amendments to the regulations and a change to the programme completion date must not breach the rights acquired by the participants before the introduction of those amendments.

IV. Civil code and resolution of disputes

1. In matters not stipulated by these regulations the relevant provisions of the Civil Code shall apply. Disputes which may arise during the execution of the programme shall be resolved by a relevantly competent court in Warsaw.

Data Protection

1. The British Council will use the information you are providing in connection with processing your member scheme registration. The lawful basis for processing your information is the performance of a contract.
2. Data Controller is the Fundacja British Council, ul. Koszykowa 54, 00-675 Warszawa, Polska, tel: 22 695 59 00, email: exams@britishcouncil.pl
3. You can exercise your rights as a data subject by contacting us at IGDisclosures@britishcouncil.org.
4. We will keep your information for a period of 2 years after the end of your membership.
5. For detailed information, please refer to the privacy section of our corporate website: www.britishcouncil.org/privacy or contact us in Warsaw.

ATTACHMENT No 1

To the Regulations of the **Addvantage Member Scheme** for schools and institutions **13th Edition**
Regulations for use of “British Council Addvantage member” logo by the programme members.

**Our heritage.
Our expertise.
Your assurance.
Your advantage.**

advantage
member scheme

ADVANTAGE MEMBER SIGN GUIDELINES FOR MEMBERS

ADVANTAGE SIGN GUIDELINES FOR MEMBERS

Introduction

One of the benefits offered to Advantage members is the use of the Advantage member sign on your school or institution's printed and digital promotional materials, if you should choose, for the purpose of promoting your association with the British Council and membership of the Advantage member scheme.

The British Council logo is a registered trademark worldwide and a valuable piece of our intellectual property. For this reason we need to vigorously protect the use of our trade name, brand name and sign.

General Conditions

- 1.** The Advantage member sign is fully owned by the British Council. The British Council logo is a registered trademark worldwide and protected by international law.
- 2.** Permission to use the Advantage member sign is dependent on your school or institution's active membership of the Advantage member scheme and compliance with these guidelines.
- 3.** Advantage is not an accreditation scheme for schools or language centres. The recognition it gives is limited to the number of exams candidates registered and in no way relates to the quality of the teaching provided. Use of the Advantage member sign and materials must therefore not be used to imply academic "accreditation" by the British Council.
- 4.** You may use the Advantage member sign to promote the activities and services your school or institution provides in relation to the examinations you register with the British Council.
- 5.** Any unauthorised use of the British Council or Advantage member scheme trade name, brand name or sign shall not be permitted and the British Council shall be entitled to ask you to remove it upon its own discretion to prevent and deal with such unauthorised use.

ADVANTAGE SIGN GUIDELINES FOR MEMBERS

How to use the Advantage member sign for your promotional materials

- 1.** The sign may be used on your printed and digital promotional materials alongside your school or institution's identity. Your school or institution's logo should always be aligned to the top of the frame of the Advantage member sign.
- 2.** The maximum size of the sign to be used is 8mm in vertical height for print applications and 35 pixels in vertical height for digital applications.
- 3.** You should use the CMYK format of the sign for print applications and the RGB format of the sign for digital applications.
- 4.** The sign must always appear in its complete form. The British Council logo must not appear separately to the Advantage name style.
- 5.** You may only use the Advantage member sign artwork supplied to you and it must never be redrawn or obtained from any other source.
- 6.** Where NOT to use the Advantage member sign:

- a.** The sign cannot be used on certificates, contracts, invoices, name cards, business cards, email signatures, letterheads and corporate premiums, as well as other legal and financial documents. Instead you may use the following description of your Advantage membership for promotional purposes.

*[Your school or institution's name]
is a British Council Advantage member.*

- b.** The sign cannot be used on your premises, with the exception of any certificate or plaque you may receive from the British Council to acknowledge your Advantage membership.
- c.** The sign cannot be used on any social media profiles or posts, with the exception of any templates provided to you by the British Council.

- 7.** As much space as possible between the square frame of the sign and other visual elements should be left so it can be seen clearly wherever it appears.

Approval procedure

- 1.** Any signage, promotion and advertising materials featuring the Advantage member sign must obtain written acceptance from your British Council Exams Centre. The British Council reserves the right to prohibit a third party in using the aforementioned sign. A final proof of the design on PDF must be sent at least 10 working days before use by email to:

The British Council will aim to provide a response within 5 working days.

- 2.** From the moment membership is terminated, all entitlement to benefits of the Advantage member scheme will cease and members are obliged to remove all uses of the Advantage member sign and refrain from referring to the Advantage member scheme in promotional materials from thereon.

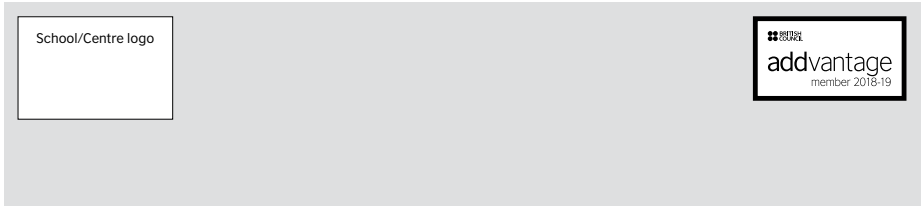
Examples of use

The following examples show how your school or institution's identity should always sit on the left which will ensure that it is the most prominent sign:

ADVANTAGE SIGN GUIDELINES FOR MEMBERS

Online banners

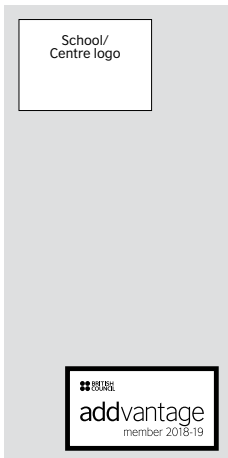
Banner 1200x268 px.



Banner 728x90 px.



Banner 300x600 px.



Banner 580x400 px.



ADVANTAGE SIGN GUIDELINES FOR MEMBERS

Webpages



Size and space around the sign

DON'T reduce the width/height of the sign disproportionately.

DON'T increase the border to fill space.

