



Brand Academy

<http://brand-academy.org/>

Higher Education Studies Contract

1. This document together with the terms of any student offer is the contract between The European Brand Institute, and its students (“students”/“you”), for a Higher Education online study programs.

Important rules and admission

2. Your admission to The European Brand Institute is subject to the requirement that you adhere to the European Brand Institute’s procedures for registration and enrolment. You must comply with the terms and conditions set out in this document including the provisions of the Ordinances and Regulations, guidelines, rules, policies, codes of practice, protocols and procedures (“Study rules”). Unless agreed to the contrary you will be expected to comply with the latest versions that are in force at the time.

3. For your academic development through the European Brand Institute your rights and obligations can be found at <http://brand-academy.org/> . Here you will in particular find rules on such issues as attendance, student discipline, assessment, academic misconduct (such as, cheating, collusion and plagiarism), how to appeal against an academic decision and how to feedback/complain if you are dissatisfied with your experience. To the extent there are any changes to these rights and obligations the European Brand Institute will look to ensure that you suffer no detriment from those changes. You will generally be given the opportunity to either stay with the existing rights and obligations or opt for the new ones.

4. With regard to the European Brand Institute services your rights and obligations can be found on the website <http://brand-academy.org/>

5. You must have your identity verified by the European Brand Institute at the beginning of your program of study. Failure to do this may result in you being withdrawn permanently from your studies.

6. This Contract is supplemented by the particular conditions and requirements set out in the offer letter to you, your program and module specifications and any guidelines, rules, codes or policies, set in the rules and regulations of the European Brand Institute

7. The offer of a place at European Brand Institute is usually only valid for the year specified in European Brand Institute offer letter to you. Any fees and charges you are informed of will normally be for the academic year for which you are to register.

8. The European Brand Institute may withdraw or amend its offer to you or terminate your registration at The European Brand Institute if it is discovered that you have made false statements or omitted significant information in your application to The European Brand Institute. You may be required to withdraw from The European Brand Institute with the termination of its agreement with you in accordance with relevant rules and regulations.

<http://brand-academy.org/> ✉ office@europeanbrandinstitute.com



9. The European Brand Institute may terminate its agreement with you, not permit you to re-register next year and require you to withdraw from the European Brand Institute, if you become unfit to study or otherwise fail to meet your commitments to the European Brand Institute. For example, by the non-payment of fees, inappropriate conduct or making unsatisfactory academic progress.

10. Candidates for undergraduate programs from countries whose education systems offer fewer than 12 years of formal education, or whose qualifications have not been judged by The European Brand Institute to be equivalent, may be required to provide evidence of additional study.

Delivery, changes and disclaimer

11. The European Brand Institute will provide you with tuition, learning opportunities and other related services, which will lead to the award of the appropriate qualification subject to you successfully fulfilling the requirements of your program of study. Specific details relating to the delivery of your program will be provided before or at the time of your registration as a student of the The European Brand Institute. Latest information on courses can be found at <http://brand-academy.org/>. You will be notified of any proposed material changes to arrangements.

12. As the European Brand Institute student you automatically become a member of the European Brand Institute. The European Brand Institute will also provide you with its Alumni services, these services form an important and integral part of the European Brand Institute long term commitment to its students. Being a member of the European Brand Institute and the European Brand Institute Alumni can give you access to a vast support network.

13. Information provided by the European Brand Institute such as in presentations, brochures and the website, is accurate at the time of first disclosure. However, courses, European Brand Institute services and content of publications remain subject to change. Changes may be necessary to comply with the requirements of accrediting bodies or to keep courses contemporary through updating practices or areas of study. Circumstances may arise outside the reasonable control of the European Brand Institute, leading to required changes. After a student has taken up a place with the European Brand Institute, the European Brand Institute will look to give early notification of any changes and try to minimize their impact, offering suitable alternative arrangements or forms of compensation where it believes there is a fair case to do so. The latest key information on courses can be found at <http://brand-academy.org/> Please check this website before making any decisions.

14. The European Brand Institute operates a policy concerning amendments to a program on which you may be registered.

15. This Contract is reviewed and updated each year.

Payment of fees and other charges

16. The responsibility for the timely payment of tuition and accommodation fees and all other charges incurred at the European Brand Institute lies with you. Information on tuition fees, including how they may increase and how they should be paid, is specified at <http://brand-academy.org/>

17. You must make payment promptly on demand for fees and charges due to the European Brand Institute. Where someone else is responsible for payment on your behalf, you must ensure that they do so. You remain responsible if they do not pay. Demand for payment will be made and additional charges



may be levied if payment is not made on time. Payment in full is required in one instalment unless the European Brand Institute instalment plan agreement has been agreed with the European Brand Institute. If arrangements have been made whereby periodic payments fall due on agreed dates, you must make payment on such dates without any further notification from the European Brand Institute. If any fee or charge remains outstanding after the due date, the European Brand Institute reserves the right to terminate services and terminate its contract with you. The European Brand Institute may take such action (including legal action) as it deems necessary to recover such fee or charge. In particular, where related to non-payment of academic fees the European Brand Institute may exclude you from the study program, withhold any award and prevent your re-registration.

18. General student conduct

19. You must be aware of and abide by the the European Brand Institute disciplinary regulations and codes of conduct, this includes awareness of the right of the the European Brand Institute to suspend or exclude you on disciplinary grounds. You are expected to comply with the European Brand Institute's Policy on Dignity and Mutual Respect

20. The European Brand Institute also reserves the right to suspend or exclude you from your studies on academic grounds in accordance with the provisions of the General Academic Regulations and Procedural Regulations.

Intellectual property rights

21. Where you generate intellectual property rights (e.g. copyright through producing written notes) as part of your academic program you may (subject to certain exceptions) have sole ownership of those rights. However even where you retain ownership you grant the European Brand Institute a license to use your material to complete its commitments to you.

Withdrawal or cancellation

22. After you have received your offer and up until 14 days after you have registered at the European Brand Institute you have a limited period "cooling off period" in which you may change your mind, withdraw from your place/registration and cancel your contract with the European Brand Institute. You must give written notice of your cancellation to the European Brand Institute within the 14 day "cooling off" period

23. If you cancel as required above, the European Brand Institute will refund 50% of any tuition fees paid. After the "cooling off" period has expired, if you wish to withdraw your registration and cancel this contract, you may do so but you must contact the European Brand Institute in the first instance. Any ongoing commitment to continue payment or right to refund is individually decided.

Data protection, lecture capture and publicity photography

24. The European Brand Institute will process students' personal data for the administration of their position as a student, including the use of the European Brand Institute services lecture capture, attendance monitoring. The European Brand Institute will on limited occasions share student personal data with third parties such as Accreditation provider and other relevant educational providers.

25. The European Brand Institute will regularly record educational activities in which you may be involved. This recording is to take place in accordance with the European Brand Institute Policy on Audio or Video



Recording for Educational Purposes. (Please note that under this Policy all rights in a recording will be retained by the European Brand Institute and generally you are not entitled to record European Brand Institute educational activities yourself. It is assumed that you generally consent to being recorded, but there is a right to opt out and request an edit of recordings.

26. The European Brand Institute may take photographs or videos of you for later publicity purposes. Where practical to do so the European Brand Institute will endeavour to alert you when it wishes to do this, giving you an opportunity to request that you not be included.

Notices and communication

27. Any notice or other information that is required to be given by either the European Brand Institute or you relating to the contract between the European Brand Institute and yourself must be in writing and may be sent by email or other form of digital communication. The European Brand Institute, Institutes and Services may also draw your attention to important information through announcements on the European Brand Institute website, Student Portal and through messages displayed on the computer desktop displayed when you log-on to the European Brand Institute network. You will be responsible for informing the European Brand Institute of any change in your contact details. Communications will be sent to your last known contact points and will be deemed to have been properly given.

28. The common method of communication between you and the European Brand Institute will be by email using your European Brand Institute email account. You must very regularly check your European Brand Institute email account for information. If you don't check your European Brand Institute email account you may miss out on important matters. The European Brand Institute will not be liable if you fail to be aware of information because you have not read emails sent from the European Brand Institute.

General

29. The contract between you and the European Brand Institute shall be governed by and construed in accordance with the laws of England and Wales and the parties agree to submit to the jurisdiction of the courts of England and Wales according to the Accreditation origin of the educational organization of European Brand Institute.

30. If any provision of the contract, formed by your acceptance of the European Brand Institute offer of admission, is held to be void or unenforceable in whole or in part by any court or other competent authority, that contract shall continue to be valid as to the other provisions contained in it and the remainder of the affected provision.

33. The European Brand Institute contract with its students does not confer third party benefits for the purposes of the Contract (Rights of Third Parties) Act 1999.

34. As a student of the European Brand Institute you are expected to comply with the European Brand Institute's Anti-Bribery Policy. You may not in particular attempt to bribe the European Brand Institute staff.

Regulation of European Brand Institute activities

35. The European Brand Institute is regulated by the ATHE, Awards for Higher Education and Training and OFQUAL, The Office of Qualifications and Examinations Regulation in the United Kingdom.



Questions or complaints

36. Questions about this agreement or the application of The European Brand Institute rules should be addressed to the European Brand Institute Secretary, office@europeanbrandinstitute.com

37. Should you be dissatisfied with an aspect of the handling of your application or issues affecting the quality of your student experience, you may address such concerns to The European Brand Institute Complaints Officer who can be contacted by email at office@europeanbrandinstitute.com

Hereby I acknowledge and accept general terms of studies at European Brand Institute, under this agreement.

First name

Last Name

Passport number

Signature

After signing this agreement, student will receive personalized formal study agreement specific for a chosen Higher Education study program at European Brand Institute.