



# Terms of Use of the MC<sup>3</sup> Accreditation Mark

You may use the Best Companies, MC<sup>3</sup> Accreditation Mark to publicise your achievement, where you agree to abide by the below terms of use.

1. The MC<sup>3</sup> Accreditation Mark may be used by an individual who has achieved the 1, 2 or 3 star status and where the terms of use and code of conduct has been accepted.
2. You may only use the MC<sup>3</sup> Mark in connection with the individual named on the MC<sup>3</sup> certification.
3. The MC<sup>3</sup> Mark, may be displayed in an appropriate place such as on social networking sites, public profiles and email footers.
4. You must not use the MC<sup>3</sup> Accreditation Mark in such a way that it implies that an organisation; or a service; or product, is certified or has been tested by MC<sup>3</sup>, nor should the mark be used on product certificates.
5. The MC<sup>3</sup> Mark's colour should not be altered in any way.
6. You must not create marks copying or emulating the official MC<sup>3</sup> Mark.
7. The MC<sup>3</sup> Mark should be distinguished from surrounding text and/or images.
8. The minimum dimensions of the MC<sup>3</sup> Mark for web usage should not dip below 60px in height. In addition, a minimum clear area of 25% height value must be observed around the Mark. For example, if the logo is placed at minimum size (60px) then the clear space required would be a minimum of 15px.
9. The MC<sup>3</sup> mark must be displayed at a size, subservient to an organisations main branding.
10. The MC<sup>3</sup> Mark can be obtained by request from [support@b.co.uk](mailto:support@b.co.uk)
11. The MC<sup>3</sup> Mark must always be displayed in the Best Companies approved colours.
12. Accepting the Code of Conduct and Terms of Use provides consent to use the MC<sup>3</sup> Accreditation Mark.

Please use the contact details below for further details regarding usage, if required.

## Name and contact details

Best Companies Limited

[Support@b.co.uk](mailto:Support@b.co.uk)

Tel: 01978 856 222

# Code of Conduct

The Best Companies MC<sup>3</sup> Code of Conduct serves as an endorsement of your professional integrity and recognition of your commitment to great leadership.

Congratulations for being recognised as either a 1 star, 2 star or 3 star Accredited Manager. Being a 1 - 3 star manager is not about being within the top bracket of managers, but instead is a standard performance set for managers to aspire to – and where achieved the MC<sup>3</sup> Mark allows you to be recognised for your high performing achievement.

In order to promote your accolade, you are required to agree to the Best Companies MC<sup>3</sup> Code of Conduct and Terms of Use. You also consent to Best Companies retaining your personal data in order for verification of your Accreditation.

The Code of Conduct sets the standard of conduct expected of all professionals that publicise their MC<sup>3</sup> Accreditation achievement to:

1. act in a trustworthy manner, in the best interest of their employer and those in the Best Companies Community
2. act consistently within the public interest. Decisions should be consistent with an ethical approach and the highest professional standards.
3. assist colleagues and co-workers in their professional development and support them to follow an ethical approach.
4. avoid real or perceived conflict of interest and not accept gifts or discounts in relation to their MC<sup>3</sup> Accreditation.
5. reject corruption in any form and work fairly and independently.
6. disclose any possible conflict of interest to every affected party.
7. treat all people fairly regardless of factors such as religion, race, gender, disability or age.
8. not act in any way which would damage the reputation or interests of the MC<sup>3</sup> Accreditation, their employer or Best Companies Limited.

Please use the contact details below for further details or any additional queries you may have, if required.

