

BU2B. BU will conduct audits of Partner online content relating to marketing and promotion of BU

- BU will complete audits of Partner online content to ensure accuracy and consistency. This will usually take place once a year, but may occur more often, particularly in cases where inaccurate information has been identified in previous audits.
- The audit will comprise of a website review. Partners are not required to publicise details of the partnership arrangement with BU, but if they choose to, this must be in line with the BU Partner Marketing Guide as noted in the Partnership Agreement.
- If auditors are unable to locate information pertaining to partnerships on the Partner website, the team may contact the partner to request details of the location of any online content. Where there is none, the Partner should inform the auditor of this and the BU records will be updated.

Partners to follow:

- P2 - To ensure the content of online information produced by the Partner promoting BU and BU courses is accurate.
- Following the audit, Partners may be contacted with details of any areas that need updating/reviewing. These changes should be made online within reasonable timescales, Updated information should be used in future printed publications.
- BU will undertake periodic spot checks to ensure accuracy of online information.
- Comprehensive details of the findings, by Partner are recorded for audit purposes. A summary of the activity is provided to the University's Academic Standard Committee.