

## **Senior Marketing Professional: Terms of retaining certification**

### **Article 1: General**

1.1. Senior Marketing Professionals are an EMC's continuously updated records of persons who are certified in accordance with the SMP admission requirements established by the EMC (European Marketing Confederation).

1.2. The EMC Code of Conduct is an integral part of this SMP terms document.

### **Article 2: Purpose, scope and structure**

2.1. The purpose of these SMP terms is to exclude marketers who cause damage to the profession, their colleagues and the marketing profession through their behaviour. The EMC Code of Conduct provides guidelines for correct conduct in the professional practice of those who have been certified as Senior Marketing Professionals on the basis of their specific expertise.

2.2. The rules of conduct in the EMC Code of Conduct describe what certified marketers understand responsible professional practice.

2.3. For conduct that falls outside the scope of professional practice, the general awareness of norms applies as a guideline, as laid down in general in the Rome Convention for the Protection of Human Rights and Fundamental Freedoms.

2.4. In view of the sometimes extensive social, societal, and economic consequences of the activities of the experts, Senior Marketing Professionals will have to optimally promote the comprehensibility of that work by those who are responsible for those consequences.

### **Article 3: Scope**

3.1. This terms document and the EMC Code of Conduct are binding on all marketers certified as Senior Marketing Professional.

3.2. In case of doubt about the applicability of the code in certain situations, the Senior Marketing Professional will in principle always choose to apply the rules of conduct set out in the code, or act in the spirit of the code.

3.3. The Senior Marketing Professional has a responsibility towards his/her employer, customers (both industrial and final), colleagues, profession, and the public in general. Members commit themselves with certification to recognize these responsibilities in the exercise of their profession and to adhere to the rules of conduct, as stated below.

3.4. All Senior Marketing Professionals must be accountable to the National Marketing Association and EMC for any conduct that - according to these parties or any of the Senior Marketing Professionals - violates the Code of Conduct. The National Marketing Association and EMC may take disciplinary action against any Senior Marketing Professional who violates the terms in this document.

### **Article 4: Implementation of this document**

- 4.1. Each Senior Marketing Professional undertakes to assist in the oversight and implementation of this document.
- 4.2. Any misuse that damages the reputation of the Senior Marketing Professionals and/or his/her organization is considered a violation of this document.
- 4.3. Complaints and disputes are handled by the National Marketing Association and/or EMC.
- 4.4. EMC requires certified persons to keep a record of all complaints against them within the scope of the issued certificate.
- 4.5. In the event a candidate violates the terms in this document, this may lead to suspension or termination of the personal certification.

## **Article 5: Terms for Personal Certification**

### **5.1. EMC requires the certified person:**

- 5.1.1. adheres to the relevant provisions of the certification schemes.
  - 5.1.2. the certificate, title SMP and associated logo are only used within the scope for which the certificate was issued.
  - 5.1.3. not use the certificate in a way that gives the conduction EMC or the Senior Marketing Professional a bad name and makes misleading or unauthorized statements in this regard.
  - 5.1.4. the use of the certificate, references to the EMC or the certificate ceases after the certificate is issued or revoked or the period of certification has expired.
  - 5.1.6. does not use the certificate or references thereto in a misleading manner.
- 5.2. Improper references to the certification or misleading use of the certificate, the title SMP or logos in catalogues or publications, etc. will be answered with corrective action such as taking the certificate, publication of the violation and, if necessary and appropriate, further legal action. There is no right of appeal.

## **Article 6: Deregistration from the SMP register, revocation and cancellation of certificate**

Deregistration from the SMP register and revocation of the certificate takes place in case:

- 6.1. the certified person so wishes and has indicated in writing that he/she wishes to terminate his/her certification no later than two months before the end of the current registration year.
- 6.2. of death.
- 6.3. it appears that upon recertification the registered/certified no longer meets the admission requirements or re-assessment requirements that apply to Senior Marketing Professionals.
- 6.4. it appears that the registered/certified person does not comply with this document of terms or the EMC Code of Conduct.
- 6.5. the registered person fails to pay the annual fee for SMP certification
- 6.6. there is no right of appeal

## **Article 7: Final Article**

- 7.1. The responsibility for adapting the terms in this document to new developments rests with the EMC.