



GENERAL QUESTIONS AND ANSWERS

Q: What does the Q-mark mean?

A: The Q-mark indicates that ALTE has audited the quality profile of an exam or suite of exams and the outcome was 'resolved'. This means that the exam(s) audited meet(s) all 18 minimum standards. The outcome will remain valid for a period of five years, or until there is a significant change in the validity argument for the successfully audited examination(s).

Q: Does the Q-mark also mean that ALTE endorses the audited exam(s) or the audited member organisation?

A: No, the Q-mark does not in any way signify that ALTE approves, endorses or authorises the exam(s) displaying the Q-mark nor the organisation in question, only that the particular exam(s) has (have) passed the audit.

Q: Is the Q-mark awarded to the organisation as a whole or just to the audited exam?

A: The Q-mark is only awarded to the audited exam, not to the organisation as a whole. However, if the organisation has further exams successfully audited, the same Q-mark will be used.

Q: My organisation hasn't yet applied to become an ALTE member. Can our exam(s) be audited under ALTE's system?

A: No, only the exams of ALTE and applicant members can be audited. To find out more about this and other types of ALTE membership, please contact the Secretariat at secretariat@alte.org

ADDITIONAL QUESTIONS AND ANSWERS FOR ALTE MEMBERS AND ASSOCIATES

Q: We are an ALTE member which has been successfully audited and allocated a Q-mark. Can we use the Q-mark in material relating to our organisation in general or to other examinations we produce but which haven't been audited by ALTE?

A: No, use of the Q-mark can only relate to the audited exam(s).

Q: Can our partner organisations use the Q-mark?

A: No, the Q-mark must not be used by any organisation which is a partner of but is not itself an ALTE member. This also includes where the organisation is a partner in the production of the audited examination(s).

Q: We work with institutions that administer our exams. Can they use the Q-mark?

A: No, the Q-mark must not be used by any other party connected to the audited organisation, for example examination centre(s).

Q: How can we use the Q-mark awarded to our successfully audited exam?

A: The Q-mark may be used as follows:

- On publicity documents and other promotional material relating only to the audited examination(s) produced by the organisation
- On press advertising that relates specifically to the audited examination(s)
- On web pages that relate specifically to the audited examination(s)
- On any electronic or hard-copy documentation relating to the audited examination(s)
- On any certificate relating to the audited examination(s)

Q: Can we use the Q-mark on an invoice or other financial document?

A: No, this use is not permitted. This is because such documentation generally relates to the organisation rather than to an exam.

Q: Can we use the Q-mark on any documentation that is not specifically related to the audited examination(s)?

A: No, this use is not permitted.

Q: What if we are not sure or have a proposed use not listed above?

A: Please consult the ALTE Secretariat for advice before you make arrangements for a document to be designed.

Q: Can we re-model the format and proportions of our allocated Q-mark?

A: No, the Q-mark must always be used in exactly the format and proportions as shown in the ALTE Q-mark Terms of Use document.

Q: Can we recreate the Q-mark?

A: No, you must not under any circumstances attempt to do this. You must also ensure that any designer or printer working on your behalf complies with this requirement.

Q: What colours is the Q-mark available in?

A: As well as black and white, the colours are:

- Blue 288 CV
- Green 368 CV
- Purple 2612 U

If using the Q-mark in colour, you must ensure that the colours are reproduced accurately.

Q: What happens if our audit expires and our exam hasn't been re-audited within the specified validity period?

A: Use of the Q-mark must cease immediately. This is because permission to use it is dependent on the audit remaining valid.

Q: My organisation isn't an ALTE member yet but has applied to become one. Can our exam(s) be audited under ALTE's system?

A: Yes, your exams can be audited. To find out more, please contact the ALTE Secretariat at secretariat@alte.org

Q: What should I do if I see the Q-mark being used incorrectly by another individual or institution, or I think it is?

A: Please report this to the ALTE Secretariat at secretariat@alte.org who will investigate as appropriate.