

## What the BCMA Stands For

The BCMA is the *global voice* for the influencer marketing industry. Our aim is to promote the values and *professionalism* of influencer marketing whilst supporting our members. We want to promote diversity, social inclusion and an environment where members can exchange ideas and benefit from *best practice*.

## Minimum Standards Required from Members (Measure)

1. Must sign the BCMA Code of Conduct
2. Show they are GDPR Compliant and handle data sensitively including obtaining data by permission (send a copy or link to the GDPR policy)
3. Ensuring all influencer campaigns are supported by binding *legal agreements* or contracts
4. Pay influencers in a *timely manner*
5. Have policies in place to protect children from being misled, exploited or harmed (audit check for all members)

## Required by ISG in Relation to Board Attendance

1. Members must attend a minimum of three virtual or physical board meetings per year - failure to meet this may result in the member being required to stand down. Members should always send an apology if unable to attend a board meeting.
2. Members must respect confidentiality of anything discussed or documents shared during or in connection with board meetings.
3. Members should proactively take part in committee discussions and action points as appropriate

## What are the main BCMA's Objectives?

1. Position BCMA as the *leading association* for the industry highlighting innovations, trends and benefits across all social platforms
2. Promote high standards of *professional conduct*, research, best practice guidelines and education resources for influencer marketing practitioners
3. To act as an *authoritative* body for the purpose of lobbying and consulting in matters of public and professional interest concerning influencer marketing

## Proposed strapline

The voice of the professional

## **Complain Against a BCMA Member - Procedure**

We expect the highest standards from our members. If you believe any of our members have contravened the BCMA Code of Conduct please complete the form below:

Date of complaint  
Member company  
Code of conduct contravened  
Your name  
Email  
Contact number

We will endeavour to give feedback and response within 3 working days.

### **Disciplinary process for members contravening the code of conduct**

1. In the first instance, a complaint under the Code of Conduct will be considered by the Chief Executive who will make a decision where there is a possible issue which needs to be investigated further.
2. If so, the Chief Executive will write to the other party, providing an outline of the concerns raised (though no details about the actual complainant will be shared). The party under investigation must acknowledge receipt of the Chief Executive's letter or email within three working days and must provide a substantive response within 14 calendar days of the date of the Chief Executive's letter or email. The substantive response must not exceed 1500 words in length. Failure to meet these deadlines and requirements will be taken into account by the BCMA. Letters or emails sent after these deadlines are not likely to be taken into consideration as part of the investigation. If it is necessary for reasons beyond the reasonable control of the party under investigation, and the matter is not urgent, they may seek an extension of these deadlines. The Chief Executive may, in his/her sole discretion, grant an extension of up to a further 14 calendar days.
3. The complaint, Chief Executive's report and the response of the party under investigation will then be shared with the Board, who will consider the matter at their next meeting and make a decision in relation to the complaint. The Board may, in advance of the meeting, ask for the attendance of either or both parties if the members of the Board consider it appropriate in resolving the complaint. Those whose attendance has been requested may attend in person or via video call and will be given at least three working days' notice of the meeting.
4. If they find the complaint justified, the Board may admonish the member and/or decide on appropriate remedial action. If the Board considers the breach sufficiently serious, or there have been one or more breaches in the past, they may order suspension or expulsion from the Association. In the case of expulsion, the member may appeal to an independent appeal tribunal to be appointed by the chairman of the Association.
5. All cost associated with this investigatory process, including attendance at meetings, and of any appeals, and the member's own legal costs (if any), will be borne by the member company.

6. In the event of a member being expelled the Board will inform other BCMA Members by publishing the name of the member in the BCMA E-Newsletter explaining which section of the code has been broken