



UK Therapy Guild Academy of Integrative Counselling & Hypnotherapy Training

Copyright and Intellectual Property Policy

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1. Introduction and Purpose

1.1. The UK Therapy Guild Academy of Integrative Counselling & Hypnotherapy (the "Academy") invests significant time, expertise, and resources in developing its unique course content, brand identity, and operational methods. These assets are a form of Intellectual Property (IP) and are crucial to the value and integrity of the training we provide.

1.2. This policy provides all students with clear and explicit guidelines regarding the use of the Academy's intellectual property. Its purpose is to protect the Academy's assets and to ensure that students understand their responsibilities in this regard.

1.3. This policy is an integral part of the Student Code of Conduct. Any breach of this policy will be considered a serious matter and will be addressed under the Academy's **Disciplinary Policy**, potentially leading to termination of the Student Contract and legal action.

2. What is the Academy's Intellectual Property?

For the purpose of this policy, the Academy's Intellectual Property includes, but is not limited to:

- **Copyrighted Materials:** All training materials provided to students in any format, including course handbooks, presentation slides, video and audio recordings, worksheets, online resources accessed via the student portal, and any other documents created by the Academy for the purpose of training.
- **Trademarks and Branding:** The business name "UK Therapy Guild" and "UK Therapy Guild Academy of Integrative Counselling & Hypnotherapy," the official logo, and any other associated branding elements.
- **Confidential Information and Business Model:** The unique structure, content, and delivery methods of our training programmes, our teaching methodologies, marketing strategies, and other proprietary operational processes that constitute our business model.

3. Permitted Use by Students

3.1. Students are granted a limited licence to use the Academy's copyrighted materials for the sole purpose of their personal study and completion of the course they are enrolled on.

3.2. This includes downloading materials for personal use, printing copies for note-taking, and accessing them through the official student portal.

4. Prohibited Use

Students are strictly prohibited from the following activities without prior written consent from the Director:

- 4.1. **Reproduction and Distribution:** Sharing, copying, reproducing, selling, or distributing any of the Academy's copyrighted course materials to any third party. This includes uploading materials to public websites, sharing them in external groups, or giving them to individuals not enrolled on the course.
- 4.2. **Use of Name and Logo:** Using the UK Therapy Guild name or logo in any way that suggests a formal partnership, endorsement, or employment relationship. Students may state that they are a "Trainee Counsellor/Hypnotherapist at UK Therapy Guild Academy" for professional purposes (e.g., on a CV or professional profile), but must not use the logo on their own marketing materials.
- 4.3. **Replication of Business Model:** Using the Academy's copyrighted materials, course structure, or unique business model to create, market, or deliver a competing training course, workshop, or similar business venture.
- 4.4. **Recording:** Making audio or video recordings of any lectures, training sessions, or group work is strictly forbidden unless it is an official recording made by the Academy with the consent of all participants.
- 4.5. **Post-Course Restrictions:** The obligations and prohibitions outlined in this policy, particularly regarding the replication of the business model and use of copyrighted materials for commercial purposes, remain in full force and effect indefinitely, even after a student has graduated, withdrawn, or otherwise ended their enrolment with the Academy.

5. Legal Standing

- 5.1. **Copyright:** Under UK law, copyright protection for original literary, dramatic, musical, and artistic works is automatic. The Academy does not need to register copyright for its materials to be protected.
- 5.2. **Trademarks:** The Academy's name and logo are protected as trademarks, which are key identifiers of our services.
- 5.3. **Confidential Information:** The Academy's business model and proprietary methods are protected as confidential information. Their unauthorised use or disclosure constitutes a breach of the trust and contractual relationship between the student and the Academy.

6. Consequences of Breaching This Policy

- 6.1. Any suspected breach of this policy will be investigated thoroughly under the **Disciplinary Policy**.
- 6.2. If a breach is confirmed, it will likely be classified as **Serious or Gross Misconduct**, given the potential damage to the Academy.
- 6.3. Sanctions may include, but are not limited to, immediate suspension or termination of the Student Contract. In the event of termination, the full outstanding balance of course fees will become due.
- 6.4. The Academy reserves the right to take legal action to protect its intellectual property, which may include seeking an injunction to stop the infringing activity and claiming financial damages.