

CODE OF CONDUCT

for *Silver Swans* Licensees

This Code of Conduct applies to all Silver Swans® Licensees, who – upon completion of Silver Swans training provided by the Royal Academy of Dance – have the right to use the Silver Swans Licensee logo and branded marketing materials and associate themselves with the Silver Swans initiative.

Silver Swans Licensees will:

- not refer to themselves as ‘RAD teachers’ or members of the RAD, or similar (holding a Silver Swans Licence does not connote membership of the Royal Academy of Dance). However, if you are an RAD Teaching Member, you are welcome to refer to yourself as such.
- never knowingly engage in any corrupt or unethical practice that may affect the reputation of the Silver Swans initiative
- abide by the Terms and Conditions of the Silver Swans initiative, and
- observe the principles of fairness, equality and professionalism in all dealings with employees of the RAD or members of the public.

By using the Silver Swans brand, Licensees agree to adhere to this Code of Conduct.

Any failure on the part of a Licensee to observe this Code of Conduct may result in the suspension of access to Silver Swans resources, and exclusion from the global map of Silver Swans provision hosted at www.royalacademyofdance.org/silverswans

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