

# Silver Swans TERMS & CONDITIONS

1. A Silver Swans® licence is awarded upon completion of Silver Swans training as outlined at [www.royalacademyofdance.org/silverswans](http://www.royalacademyofdance.org/silverswans).
2. If you are an RAD Member, membership status at the point of application for a Silver Swans Licensee Training course must match the membership status at the point of attendance.
3. Holding a Silver Swans licence means that:
  - a. You have access to Silver Swans resources not available to non-licensees
  - b. You have the right to call yourself a Silver Swans Licensee and to use the Silver Swans logo to promote yourself as such
  - c. You have the right to be listed on the Silver Swans global provision map at [www.royalacademyofdance.org/silverswans](http://www.royalacademyofdance.org/silverswans)
  - d. Your details will be held in a Silver Swans Licensee database and we will email you with news, updates, special offers and additional benefits relevant for Silver Swans Licensees (notably details about the RAD's global press campaign in support of Silver Swans)
  - e. You agree to having your name listed on the Silver Swans Licensee Register/Registry on the RAD website.
  - f. Other benefits may be developed over time e.g. discounts for Silver Swans Licensees on the Silver Swans dancewear range
4. By becoming a licensee, you agree to abide by the guidelines governing the use of the Silver Swans brand. Please note that you are not permitted to add text to, above, below or beside the Silver Swans Licensee logo. Please refer to the brand guidelines for full details and examples.
5. By becoming a licensee, you agree to refer to Silver Swans key messages before engaging with any members of the press.
6. Silver Swans Licensees are not permitted to create merchandise using the Silver Swans logo. A range of RAD-assured dancewear and other merchandise using the Silver Swans brand is available at [www.radenterprises.co.uk](http://www.radenterprises.co.uk)
7. The Silver Swans name and logo are registered trademarks, or have pending status, in the following territories. This means that Silver Swans Licensees may deliver provision and must be resident in any of the territories listed below.
  - a. United Kingdom
  - b. European Union
  - c. United States of America
  - d. Canada
  - e. Australia
  - f. New Zealand
  - g. Singapore
  - h. China
  - i. Hong Kong
  - j. Mexico
8. By becoming a licensee, you agree that you will adhere to the Silver Swans Code of Conduct
9. If you cancel your licence, or allow it to lapse, and re-apply in the future, you are subject to the eligibility criteria at the time of application. Any previous loyalty entitlements may not remain.
10. We reserve the right to reject an application for Silver Swans training. Candidates who wish to appeal a rejection can do so by emailing [silverswans@rad.org.uk](mailto:silverswans@rad.org.uk)
11. We reserve the right to review and amend licence fees. Our website will detail these fees and any other changes to the Silver Swans scheme.
12. We hold your contact details securely to enable us to provide information on Silver Swans services, products and activities that may be of interest to you. In providing us with this information, you give us permission to contact you in relation to these. We will not disclose your details to any third party without your express permission unless legally required to do so.
  - a. Our full Data Protection Policy and Procedures document is available at [www.royalacademyofdance.org.uk/policies](http://www.royalacademyofdance.org.uk/policies).
  - b. Our Privacy Statement is available at [www.royalacademyofdance.org/privacy-notice](http://www.royalacademyofdance.org/privacy-notice)
13. Terms and conditions of the Silver Swans licence scheme are subject to revision.

Revised 19 October 2018

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Silver Swans is both a registered and unregistered trademark of the Royal Academy of Dance in multiple territories.

