

EduEvidence 2026

Certification Governance and Assurance Policy

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1. Purpose and status

This policy establishes the governance, independence, decision-making, quality-assurance and post-certification controls used by EduEvidence. It is intended to ensure that certification decisions are competent, impartial, traceable, consistent and open to correction when new information emerges.

The policy applies to EduEvidence the Operations Team, advisory-board members when performing an assigned certification function, research partners, validators, reviewers, authorised certification decision-makers and contractors. It supplements, but does not replace, the published certification criteria, Terms and Conditions, privacy notice, badge-use requirements or applicable law.

Where this policy places an obligation on an applicant or certified organisation, that obligation should also be stated in the applicable application declaration, Terms and Conditions or other accepted certification requirement.

2. Scope and certification model

EduEvidence certifies the evidence associated with a named EdTech product or feature, version, certification category and level. It does not certify an organisation as a whole and does not provide product-safety, legal-compliance, data-protection, cybersecurity, safeguarding or regulatory approval.

- **Equivalence or re-certification:** EduEvidence assesses an existing certification or evidence label from a recognised provider, together with information showing that it applies to the current named product or feature.
- **Direct certification:** EduEvidence assesses evidence against its published criteria in efficacy, effectiveness, equity and environmental impact.
- **Ethics:** at the date of this policy, EduEvidence only re-certifies qualifying ethics certifications issued by recognised external certification providers.
- **Any change to the available categories, levels or certification routes** requires a controlled scheme update approved by EduEvidence and reflected in the published criteria.

3. Governing principles

Principle	EduEvidence commitment
Impartiality	Commercial, personal, institutional or academic interests must not determine certification outcomes.
Competence	Evaluation, review and decision tasks are assigned only to people with documented knowledge and relevant methodological expertise.
Separation of functions	A person or organisation that developed an applicant's evidence must not independently validate or decide the same application.
Evidence and consistency	Decisions are based on the published criteria, the identified evidence and a recorded rationale; comparable cases should be treated comparably.
Transparency with confidentiality	Criteria, scope, status and material corrections are public, while confidential and personal information is protected.
Proportionality and accessibility	Controls are proportionate to risk and complexity, and certification access is not restricted by organisation size, geography or commercial status.
Accountability and child protection	EduEvidence responds to credible adverse information, particularly concerns affecting children's rights, learning, privacy, safety or wellbeing.

4. Governance bodies and allocation of responsibilities

EduEvidence retains responsibility for every certificate it issues, including certificates based on assessments, certifications or evidence produced by external organisations. Tasks may be delegated, but accountability for the certification decision remains with EduEvidence.

Body or role	Core responsibilities	May decide an individual certificate?
EduEvidence Board	Approves this policy and the certification scheme; safeguards impartiality; appoints authorised decision-makers; oversees risk, complaints trends and corrective action; approves material scheme changes.	Yes, only through an authorised and conflict-free decision-maker or panel.
Academic Advisory Board	Advises on the academic basis, clarity and continued development of criteria; supports competence expectations, calibration and methodological review.	No, not by virtue of its advisory role.
Operations Team / Certification Secretariat	Receives applications; confirms scope and completeness; commissions validators; maintains records; communicates decisions; issues certification assets only after an authorised decision.	No, unless a named staff member is separately authorised, competent and independent of the evaluation.
College of Reviewers	The approved pool from which qualified validators and reviewers may be appointed. Membership does not create authority to issue certificates.	Only where an individual is separately appointed as decision-maker and was not involved in evaluation.
Independent Validator	Evaluates the evidence against the applicable criteria, records findings and limitations, and recommends a category and level or identifies why certification cannot be recommended.	No.
Authorised Certification Decision-Maker or Panel	Reviews the evaluation record for completeness and consistency and makes the final decision. The review and decision may be completed by the same authorised person, provided that person did not conduct the evaluation or develop the applicant's evidence.	Yes.

4.1 Safeguarding impartiality

At least annually, EduEvidence reviews an impartiality and certification-risk report covering financial dependencies, repeated use of the same organisations, conflicts, complaints, reversals, withdrawals and any pressure placed on validators or decision-makers. A conflicted EduEvidence member must not participate in the relevant discussion or decision. Fees are for the certification service and must not depend on a successful outcome or award level.

4.2 Delegation and accountability

External research partners, validators and technical advisers act only within their assigned remit. EduEvidence must maintain written role descriptions and an assignment record sufficient to identify who evaluated, reviewed, decided, issued and later changed the status of each certification.

5. Appointment, qualifications and independence of validators

Validators are appointed from the College of Reviewers or another approved source on the basis of competence, independence and availability. Appointment is made for a defined application and does not confer authority to issue the certificate.

- A relevant doctorate or demonstrably equivalent senior research competence, together with experience in educational evaluation or the certification category being assessed.
- Knowledge of the applicable EduEvidence criteria, evidence thresholds, level definitions, product-version requirements and certification scope.
- Ability to assess research quality, limitations, applicability and claims without acting as an advocate for the applicant.
- Completion of EduEvidence induction and periodic calibration, including review of sample of at least three reviews.
- Written commitment to confidentiality, secure handling of records and assignment-specific conflict disclosure.

5.1 Selection and monitoring

The Operations Team records each validator's qualifications, relevant categories, training, conflicts, completed assignments and quality feedback. Allocation should avoid excessive dependence on one validator or institution. In practice this is capped at maximum ten reviews per validator per month. Continued appointment is reviewed in light of timeliness, consistency, complaints, overturned recommendations and participation in calibration.

6. Conflict-of-interest declarations and recusals

All people involved in evaluation, review or decision must complete a general declaration when appointed and an assignment-specific declaration before receiving confidential evidence.

Potential conflict	Required response
Evidence-development role	A research partner, consultant or researcher who designed, conducted, authored or materially advised on the evidence must not validate, review or decide the same application.
Financial or employment interest	Current employment, ownership, investment, performance-linked payment or another material financial interest requires recusal.
Recent or ongoing paid work	Work for the applicant, its close competitor or the relevant certification provider must be disclosed and assessed for actual or perceived bias.
Close personal or supervisory relationship	Relationships that could reasonably affect judgement must be disclosed; recusal is required where independence cannot be credibly maintained.

7. Review and certification decision procedure

The process below applies to direct certification and equivalence or re-certification. The depth of evaluation may vary by route, but independence, traceability and final decision requirements do not.

Step	Stage	Minimum control
1	Application and acceptance	Identify the applicant, product or feature, version, category and requested route. Confirm acceptance of applicable criteria and Terms and Conditions.
2	Scope and route confirmation	Record whether the application is direct certification or equivalence/re-certification; identify the precise certification provider, report, label or evidence being relied upon.
3	Completeness screening	Check that required evidence, declarations, version information, fees and permissions are present. NB: Administrative completeness is not a quality judgement.
4	Independent evaluation	The validator assesses evidence against the criteria and evidence submitted by the certification applicant.
5	Certification review	An EduEvidence-selected person not involved in evaluation or evidence development checks completeness, consistency with the criteria, scope, conflicts and whether the recommendation is supported.
6	Certification decision	EduEvidence approves, reduces, defers or refuses certification. The decision and rationale are dated and recorded.
7	Issue and publication	Only after approval, EduEvidence issues the certificate and badge and publishes the required public record, scope disclaimer, issue date, expiry date and status.
8	Post-certification control	Material changes, complaints, adverse information and periodic checks may trigger review. Renewal requires a new decision; it is not automatic.

7.1 Certification decisions

EduEvidence will make its certification decision solely on the basis of the evidence submitted or otherwise formally included in the assessment record by the applicable submission deadline, assessed against the criteria in force at the time of assessment. Payment of an application or assessment fee does not guarantee certification.

The available decision outcomes are:

A. Grant certification

The evidence meets the published requirements for the specified certification category, level, product or feature, version, population, context and claim.

B. Grant certification at a reduced level or scope

The evidence supports certification, but only at a lower level or for a narrower product, feature, version, population, context or claim than requested. The applicant may accept or decline the certification offered. The scope or level determined by EduEvidence is not subject to negotiation.

C. Place the application on administrative hold

The assessment cannot be completed because specified information is missing, unclear or internally inconsistent. EduEvidence may request limited factual clarification or an existing document within a stated deadline. An administrative hold is not an opportunity to generate new evidence, strengthen the application, revise claims or remedy an evidentiary deficiency. If the requested clarification is not provided by the deadline, EduEvidence may close the application or refuse certification.

D. Refuse certification

The available evidence does not meet the applicable certification criteria, or a material requirement relating to scope, accuracy, integrity, independence or eligibility has not been satisfied. No certification is issued.

7.2 Decision notices and feedback

EduEvidence will provide the applicant with a written decision notice identifying:

- the decision outcome;
- the certification level and scope granted, where applicable;
- the principal criteria that were not satisfied, where certification is refused or reduced; and

The decision notice is sent by email and is intended to explain the basis of the decision sufficiently for the applicant to understand it. EduEvidence does not provide consultancy, a detailed gap analysis, prescriptive recommendations or instructions on how an applicant should develop its product, research or evidence in order to qualify in the future.

7.3 Finality, resubmission and new applications

Once a final certification decision has been issued, the applicant may not revise, supplement or resubmit the same application. Evidence that existed but was not submitted within the applicable assessment period will not ordinarily be considered after the decision.

An appeal is not a resubmission and may not be used to introduce new evidence or materially revise the application. Appeals are limited to alleged procedural errors, material factual errors, conflicts of interest, or incorrect application of the published certification criteria.

A company may make a new application for the same product, feature or certification category where it has materially new or substantially strengthened evidence. A new application:

- constitutes a separate certification process;
- is assessed against the criteria in force at the time of the new application;
- requires payment of the applicable fee; and
- carries no presumption that certification will be granted.

EduEvidence may decline to process a new application that is materially identical to an application previously assessed and does not identify any relevant new evidence or material change.

7.4 Withdrawal, acceptance and publication

An applicant may withdraw its application at any time before a final decision is issued. It may also decline a certification offered under Section 7.1A or 7.1B. Application and assessment fees remain payable and are non-refundable because they relate to the assessment work performed rather than to the granting of certification.

A positive certification decision does not become an active EduEvidence certification until the applicant:

- accepts the final certification level and scope;
- enters into the applicable certification and mark-use terms; and
- accepts inclusion of the certification in the public EduEvidence certification register.

EduEvidence does not issue private or confidential certifications. A company that does not wish its certification to appear in the public register may decline the certification, in which case no certificate is issued and no certification claim or EduEvidence mark may be used. The process is marked as validated in the database.

EduEvidence may disclose information where required by law, authorised by the applicant, or reasonably necessary to investigate or correct an unauthorised, false or misleading certification claim.

Once certification has been issued and entered in the public register, its subsequent suspension, withdrawal, expiry or reduction in scope may also be recorded publicly to preserve the accuracy and integrity of the certification record.

7.5 Decision integrity

Payment, commercial relationships, applicant size, public profile or the identity of a partner certification provider must not determine the outcome. Where the decision differs from the validator's recommendation, the reason must be explicit and subject to enhanced internal review.

8. Record-keeping and quality assurance

EduEvidence maintains a complete and controlled certification file for each application. Records must be legible, attributable, dated, protected from unauthorised access and sufficient for a competent person to reconstruct the basis of the decision. Access is limited according to role and need. Quality-assurance controls include:

- Controlled and versioned criteria, templates, policies and decision forms.
- Initial training and periodic calibration of validators
- Risk-based sampling of completed files to check conflicts, evidence traceability, consistency, public accuracy and correct badge use.
- Monitoring of processing times, complaints, appeals, decision changes, validator variation and recurring nonconformities

9. Certification validity, renewal and changes

A certificate is valid for 24 months from its approval date unless it is suspended, reduced or withdrawn earlier. The public record must identify the certified product or feature, version, category, level, route, criteria version, issue date, expiry date and current status.

Certification is a time-bound assessment of the evidence available and reviewed at the decision date. It is not continuous monitoring and is not a guarantee of future educational outcomes, legal compliance, data security, safeguarding or suitability for every learner or context.

9.1 Material changes and adverse information

As a condition of continued certification and badge use, certified organisations are expected to inform EduEvidence without undue delay, normally within 10 working days, of changes or information that could affect the certificate. This requirement should also be included in the Terms and Conditions or accepted certification declaration.

- A substantial product, feature, algorithm, content, target-user, implementation or ownership change.
- A change to the certification or evidence relied upon, including expiry, suspension, withdrawal, correction or challenge by the original provider or research publisher.

- A serious data-protection, cybersecurity, safeguarding, accessibility or consumer-protection concern; a regulatory finding; credible evidence of harm; or a material error, omission or misrepresentation in the certification record.

EduEvidence determines whether no action, clarification, limited re-evaluation, suspension or a new certification decision is required. Renewal is a fresh decision based on current evidence, product version, criteria and conflict checks.

10. Complaints, concerns and appeals

EduEvidence provides a clearly published route for any person to raise a concern about a certification, the conduct of a participant in the process, the accuracy of a public entry or misuse of a badge. Applicants and certified organisations may appeal an adverse certification decision or status change.

Stage	Target	Control
Receipt	Acknowledge within 5 working days	Record the issue, sender, product, urgency, confidentiality request and any immediate child-safety, privacy or legal risk.
Triage	Normally within 10 working days	Determine whether the matter is a complaint, concern, appeal, correction request or matter outside EduEvidence's remit.
Independence	Before substantive review	Assign a competent person who did not make the contested decision or carry out the relevant evaluation. Conflicts are declared and recorded.
Evidence and response	Proportionate to risk	Gather relevant records and, where fair and safe, invite the affected organisation or person to respond. Urgent protective action need not await a response.
Outcome	Aim for 30 working days	Provide a reasoned written outcome or explain why more time is required. Protect confidential, personal and legally privileged information.
Appeal	Submit within 20 working days of decision	A final appeal is determined by a conflict-free person or panel with authority to uphold, vary or overturn the decision.

Anonymous concerns may be considered where sufficient verifiable information is supplied. EduEvidence must not promise confidentiality that cannot lawfully or practically be maintained. A complainant is not guaranteed a particular certification outcome.

11. Investigation, suspension, reduction and withdrawal

EduEvidence may open an investigation on receipt of a complaint, a material-change notice, credible public information, a regulator or certification-provider finding, or an internal quality concern. The response is proportionate to the seriousness, credibility and immediacy of the risk.

- 1. Preserve and assess:** Secure the certification file, define the allegation or change, assess urgency and identify the applicable criteria and public claims.
- 2. Interim protection:** Mark the certification "under review" or suspend it where continued public reliance could create a material risk. Urgent action may be taken before the investigation is complete.
- 3. Investigate:** Request information, verify sources and appoint an independent expert or new validator where specialised assessment is required.
- 4. Decide:** Close with no action, correct the public record, impose conditions, reduce the level or scope, suspend, or withdraw the certification.
- 5. Implement and communicate:** Notify the certified organisation, update the public status, require badge correction or removal and notify relevant listing partners where appropriate.

Withdrawal is appropriate where the certification was obtained through material misrepresentation, the supporting evidence or underlying certification is invalidated, serious adverse findings are substantiated, the organisation refuses necessary cooperation, or the certified product no longer meets the applicable requirements. Reapplication may be permitted after corrective action unless fraud or another serious integrity concern justifies a defined exclusion period.

12. Public correction of outdated or inaccurate information

EduEvidence maintains a live public database of certifications issued or recognised through its processes. The database is intended to provide a current reference point for certification. Updates may depend on information received from certified organisations, partner certification providers, assessors or other relevant sources, each operating according to its own reporting and administrative timelines.

Certification normally remains valid for the stated certification period, generally up to two years, unless it is reviewed, amended, suspended, withdrawn or otherwise brought to EduEvidence's attention that the recorded status may no longer be accurate. The certification period does not constitute a guarantee that the product, evidence base or underlying information remains unchanged throughout that period.

EduEvidence will take reasonable and proportionate steps to maintain the accuracy of the public database. Where potentially outdated, incomplete or inaccurate information is identified, EduEvidence may:

- review the relevant record and seek clarification from the certified organisation, partner certification provider or other appropriate source;
- correct confirmed factual errors within a reasonable period, taking account of the information available and any verification required;
- display the date on which the record was last updated or reviewed;
- use an appropriate status, which may include Active, Under review, Suspended, Reduced, Withdrawn, Expired or another status necessary to describe the position accurately;
- publish a concise and neutral explanation of a material status change where this is appropriate and can be done without disclosing confidential, commercially sensitive or personal information;
- retain an internal audit trail of material corrections and status changes and, where appropriate, display relevant historical information publicly;
- notify relevant partners, directories or platforms known to reproduce EduEvidence certification information where a material correction or status change may reasonably affect public reliance; and
- request that an organisation correct or discontinue inaccurate or unauthorised use of an EduEvidence certificate, badge or certification claim.

A certificate, badge, screenshot, downloaded record or third-party listing may not reflect subsequent updates to the EduEvidence database. Users should therefore consult the public database and note the date of the most recent update before relying on a certification status.

EduEvidence does not guarantee that every change affecting a certified product, organisation or underlying evidence will be identified immediately. Certified organisations and partner certification providers are expected to notify EduEvidence of material changes relevant to certification, but EduEvidence may reasonably rely on the accuracy, completeness and timeliness of information supplied by them.

Where information is under review, EduEvidence may temporarily retain the existing record, add an "Under review" notice, restrict the display of the record, or take another proportionate interim measure while clarification is obtained. The absence of an immediate public update does not prevent EduEvidence from correcting or revising the record once sufficient information has been received and verified.

13. Policy ownership, review and nonconformity

EduEvidence owns this policy. Responsibility for its implementation, maintenance and periodic review is assigned to a designated policy owner within the Operations Team. The Operations Team records implementation issues, monitors the operation of the policy and approves amendments through EduEvidence's established internal decision-making procedures.

The policy will normally be reviewed at least annually and may be reviewed earlier following a serious complaint, a relevant legal or certification-scheme change, a material quality failure, revision of an applicable standard, or a significant change to EduEvidence's certification model or operations. EduEvidence may seek advice from its voluntary academic and non-academic advisory bodies where their expertise is relevant. Such advice is non-binding, and operational responsibility remains with EduEvidence.

Material departures from this policy will be documented and reviewed. The responsible operational lead will record, as appropriate, the nature of the departure, any immediate correction, the underlying cause, corrective action, the person responsible and the intended completion date.

Where a departure could materially affect a certification decision or public certification record, the matter will be escalated to the designated senior operational lead. The relevant assessment file and public record will be reviewed to determine whether any corrective action, reconsideration of the decision, notification or amendment to the public record is required.

Changes that materially affect certification requirements will be communicated publicly and, where appropriate, directly to affected applicants or certified organisations. EduEvidence will indicate whether a change applies immediately, at renewal, to new applications only, or following a defined transition period.

14th of March 2026

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