



BOILERPLATE TEXT

Please use the copy provided below in your communications to explain to member businesses and customers what the ACS is, and how it relates to your organisation.

Footer text:

[Organisation name] is a Code Sponsor of the Approved Code Scheme (ACS), operated by The Chartered Trading Standards Institute. Our members follow an approved Code and provide customers with access to free Alternative Dispute Resolution (ADR).

ACS - the mark of a business you can trust.

Short boilerplate:

[Organisation name] is a Code Sponsor of the Approved Code Scheme (ACS), operated by The Chartered Trading Standards Institute. Our members follow a Code of Practice that meets the high standards required by the ACS, giving customers confidence they are dealing with a business they can trust.

Through our Code, customers of our members can access free, independent Alternative Dispute Resolution (ADR) if something goes wrong — providing reassurance and a clear route to resolve issues.

Look for the ACS logo — the mark of a business you can trust.

Medium boilerplate

[Organisation name] is a proud Code Sponsor of the Approved Code Scheme (ACS), operated by The Chartered Trading Standards Institute. Our Code of Practice is approved under the ACS, meaning our member businesses commit to higher standards of service, transparency, and customer care.

When you choose a business that is a member of [Organisation name], you benefit from these enhanced protections. Our members are required to follow our approved Code, and if something goes wrong, their customers can access free, impartial Alternative Dispute Resolution (ADR) through our scheme.

The ACS is the UK's longest-established consumer code framework, covering over 40,000 businesses. It exists to raise standards, protect consumers, and make it easier to identify businesses you can trust.

Look for the ACS logo – the mark of businesses you can trust.

Long boilerplate (Code Sponsor version)

[Organisation name] is a Code Sponsor of the Approved Code Scheme (ACS), a UK-wide initiative operated by The Chartered Trading Standards Institute that raises standards and protects consumers across sectors where consumers are most vulnerable.

Our Code of Practice has been independently approved under the ACS. This means that businesses who are members of [Organisation name] commit to going beyond legal requirements — delivering higher standards of customer service, transparency, and accountability.

For customers, this provides real peace of mind. When you choose a business that is a member of [Organisation name], you know they are signed up to a Code that is independently assessed and regularly audited. If something does go wrong, customers have access to free, impartial Alternative Dispute Resolution (ADR) through our scheme, giving a clear and fair route to resolve disputes without the need for costly legal action.

The ACS, established in 2001, is the UK's longest-running consumer code framework and now covers more than 40,000 businesses. It plays a vital role in improving trust in markets — helping consumers identify reputable businesses while allowing regulators to focus on tackling rogue traders.

By being part of the Approved Code Scheme, [Organisation name] and its members are demonstrating a shared commitment to raising standards and putting customers first.

The Approved Code Scheme — raising standards, protecting consumers. The mark of businesses you can trust.