

# Good Business Charter Rejection Protocol

We reserve the right to reject an application or accredited organisation for the following:

- concerns over the legitimacy of the organisation applying
- failure to meet the 10 components
- the standard of components not being upheld,
- a stagnant application

We also reserve the right to remove GBC accreditation if the behaviour of an accredited organisation is found to be not within the spirit of the GBC or there are legitimate concerns that the organisation may not be genuine. The GBC does not seek to judge the 'morality' of the type of business, as long as it is operating within UK law. In exceptional circumstances the GBC's Ethics Committee will review applications which meet the criteria but may nonetheless not warrant accreditation.

As it currently stands, we won't ban an organisation from re-applying if their application is rejected, but will enforce a 6-month cooldown until they can re-apply.

## **Concerns over the legitimacy of the organisation applying**

We reserve the right to reject an organisation if we have legitimate doubts about their organisation or the authority of the person making the application. This includes, but is not limited to, a website that is not functioning, an email address that does not use the domain name of the website, or a lack of information about what the organisation does.

If the official completing the application does not hold a key post within the organisation, we may seek confirmation from someone with an appropriate level of seniority to ensure the organisation is fully on board with the application. We consider there is a particular risk of this happening where a marketing executive or consultancy is the one completing the application. We would normally expect the Director, Head of HR or Head of Sustainability to be the post-holders to complete the GBC application.

## **Failure to meet the 10 components**

We reserve the right to reject an organisation for not fulfilling our component requirements on submission of their accreditation. We will get in touch if we need more information to approve your application. An organisation's application can be rejected if insufficient evidence is presented.

## **The standards of components not being upheld**

We reserve the right to reject an application if we receive a whistle-blowing report through our 'Reporting your concerns' form on our website, or through other direct contact, and we find the report to be true and in breach of our 10 components.

We reserve the right to reject an organisation if we have personal experience of them breaching one of the 10 components.

## **A stagnant application**

If an application is sat in 'In Progress' on the accreditation centre and has remained there for 3 months after we have contacted an organisation regarding a check for accreditation, we reserve the right to reject the application.