

## **RULES OF CONDUCTING GENERAL-LEVEL DIMAQ PROFESSIONAL EXAMINATIONS**

### **I. GENERAL PROVISIONS**

1. These rules define:
  - 1.1. the principles and the procedure of conducting a general-level DIMAQ Professional examination (henceforth referred to as the “Examination”),
  - 1.2. the principles and the procedure of appointing the Examination Board and its competence (henceforth referred to as the “Board”),
  - 1.3. the principles of appealing against the Board’s assessment and the appeal procedure.
2. The procedures applied to conducting the Examination are identical in the case of both group and individual exam-takers.
3. DIMAQ (Digital Marketing Qualification) Professional is an industry-specific certificate awarded by Związek Pracodawców Branży Internetowej Interactive Advertising Bureau Polska (henceforth referred to as “IAB Polska”).
4. DIMAQ is an official EU figurative trademark registered for IAB Polska (trademark no. 014538623).
5. The Examination may be taken by anyone who has registered or become registered for the Examination, according to the principles defined in the Rules of Individual Registration for General-Level DIMAQ Professional Examination or in the Rules of Group Registration for General-Level DIMAQ Professional Examination.

### **II. RULES AND PROCEDURE OF CONDUCTING THE EXAMINATION**

1. The Examination is conducted on the date set by IAB Polska according to the procedure defined in the Rules of Individual Registration for General-Level DIMAQ Professional Examination or in the Rules of Group Registration for General-Level DIMAQ Professional Examination.
2. The Examination is conducted at IAB Polska’s seat or in another suitably equipped place chosen by IAB Polska.
3. The Examination is a test consisting of at least 60 questions, including single choice or multiple choice questions. Exam-takers take the test using an online platform available on computers found in the examination room.
4. The equipment necessary to conduct the Examination is provided by IAB Polska.
5. Only the persons who have registered correctly for the Examination on the basis of the Rules of Individual Registration for General-Level DIMAQ Professional Examination or who have been registered correctly for the Examination on the basis of the Rules of Group Registration for General-Level DIMAQ Professional Examination and who have

obtained a confirmation of the Examination date from IAB Polska after having paid the Examination fee may take part in an examination session set for a given date.

6. Apart from exam-takers, only persons appointed by the Examination Board or IAB Polska may be present in the examination room during the Examination.
7. The course of the Examination is recorded by IAB Polska in the form of a video - in order to monitor the quality of the examination process and to ensure it runs correctly. The recorded video will be archived by IAB Polska only for the needs of monitoring the quality of the DIMAQ certification programme. It may be also used for the purpose of deciding on matters related to appeals against the results of the Examination. The recorded video content will not be distributed in any way.
8. On the day of the Examination, it is important to:
  - 8.1. turn up at least 15 minutes before the start of the Examination (the starting time of the Examination is indicated each time in the Examination date confirmation that is sent by IAB Polska to exam-takers). Those who turn up at IAB Polska's seat later than 15 minutes before the starting time of the Examination may be not allowed to sit the Examination,
  - 8.2. appear with a valid identity card (ID) containing the holder's PESEL (Polish Resident Identification) number,
  - 8.3. come without one's mobile phone or any other telecommunications, electronic, or electronic device (e.g. a tablet, a laptop, a voice recorder, etc.), without any personal items such as books, notes; if an exam-taker comes to the Examination with a mobile phone or any other telecommunications, electronic, or electric device, the examiner will be obliged to ask them to switch them off. It is forbidden to bring personal items such as books or notes to the examination room. It is forbidden to use any telecommunications, electronic, or electric equipment or image/sound recording devices during the Examination. It is forbidden to use any study aids during the Examination.
9. Exam-takers are obliged to produce their ID in order to have their identity verified before they are allowed to enter the examination room. Attendance register is provided in the form of a table including names and surnames and PESEL numbers of persons registered for the Examination, according to the specimen provided in appendix no. 1 to these Rules. After a given exam-taker has their identity verified and their time of entering the examination room recorded, they put their signature in the right place in the attendance register table. The exam-taker is also to sign a declaration (according to the specimen constituting Appendix no. 7) that they have been informed of the fact that IAB Polska records the course of the Examination and that they oblige themselves not to use a mobile phone or any telecommunications, electronic, or electric devices or any study aids during the Examination, and that they will not record the course of the Examination or the content of the examination questions.
10. After entering the examination room, exam-takers take the indicated seats and turn on the provided computer units.
11. After exam-takers enter the examination room, they are not allowed to leave it throughout the examination duration. Leaving the examination room before the

Examination starts is tantamount to resignation from taking the Examination on a given day (and the Organizer does not return the examination fee in such circumstances). Leaving the examination room after the Examination starts is tantamount to finishing the Examination (in such circumstances, only the questions answered by the exam-taker before leaving the examination room will be taken into consideration).

12. Before the Examination starts, a representative of the Examination Board appointed to conduct the Examination on a given day reminds the exam-takes the main principles of the Examination, i.e.:
  - the Examination lasts 60 minutes;
  - exam-takers may not use mobile phones or any other telecommunications, electronic, or electric devices, especially image/sound recording devices during the Examination; also, exam-takers may not use any personal items such as books or notes during the Examination; the course of the Examination is video recorded;
  - exam-takers may not leave the examination room during the Examination; it is possible to leave the room only after finishing the examination test;
  - after the test starts, exam-takers may not talk to one another or ask Examination Board Members or other persons present in the examination room questions related to the content of the examination questions;
  - each exam-taker is to solve the examination test on their own;
  - test results will be announced immediately after the test is finished,
  - situations when the Board may terminate a given exam-taker's examination before the set time.
13. After the abovementioned rules are presented, the said representative of the Examination Board appointed for a given day of the Examination explains briefly how the examination program works and answers any possible questions asked by exam-takers (not concerning the content of the examination questions), and then commences the Examination.
14. Answers given in the test may be changed throughout the duration of the Examination. It is no longer possible to change one's answers after the set time of 60 minutes passes or after the exam-taker confirms and submits their final choice of answers.
15. Exam-takers should report any technical faults (i.e. related to the performance of the computer equipment and the functioning of the online test platform) that make it impossible or difficult to take the Examination on an on-going basis. The Examination Board's representative shall make a note of each such report in the Examination record.
16. The Examination ends:
  - a) when all answers are confirmed (confirmation is made by checking the option of *"check the box if you wish to save your answers and close the test window"* and clicking the "save" button) by the exam-taker or,

- b) when the time set for the Examination passes; the time for test solving is counted from the moment the online test platform is activated at the time set by the Examination Board. If an exam-taker does not answer all of the test questions before the time set for the Examination passes, only the questions answered will be taken into account.
17. After the exam-taker gives answers to all the questions, they need to submit their answers by clicking the “save” icon in the test app and notify the Examination Board of the act of finishing the Examination.
  18. If an exam-taker confirms all the answers given in the test before the time set for the Examination, they may leave the examination room. In such situation, a member of the Examination Board is to record the time such exam-taker leaves the examination room in the attendance register.
  19. If an exam-taker uses a mobile phone, telecommunications, electronic, or electric devices, especially image/sound recording devices, or any study aids during the Examination, or records the course of the Examination or the content of the examination questions in any way, solves the test not independently or in consultation with other exam-takers in a way that disturbs the course of the Examination, a member of the Examination Board may interrupt the examination of such person, which will result in that person’s failing the Examination.
  20. Examination questions and answers are strictly confidential. Exam-takers may not record, disclose, or discuss them with anyone, either during or after the Examination.
  21. After the Examination ends, the Board draws up an Examination Record according to the specimen constituting Appendix no. 2 to these Rules.

### **III. EXAMINATION RESULTS**

1. Each correct answer to a closed-ended examination question is awarded with 1 point.
2. In order to pass the Examination, it is necessary to get at least (75)% of all obtainable points.
3. The Examination Board adopts a resolution concerning the results of a given Examination session (according to the specimen constituting Appendix no. 3 to these Rules).
4. Persons who have obtained a positive result of the Examination receive only a piece of information notifying them of having passed the Examination (i.e. the score is not given). Persons who have not obtained a positive result of the Examination receive only a piece of information notifying them of having failed the Examination and of the achieved score.
5. Those who have passed the DIMAQ Professional Examination receive a DIMAQ certificate (henceforth referred to as the “Certificate”) based on the specimen constituting Appendix no. 4 to these Rules. In the case of group registrations for the Examination, all paper Certificates for the registered persons will be sent to the Registering Party; additionally, the related electronic stamp will be sent to exam-takers via e-mail. In the case of individual registrations, both the paper Certificate and the electronic stamp will be sent to exam-takers.

6. Rules of recertification are defined in a separate document.
7. The Organizer will launch a DIMAQ system accessible to all exam-takers.

#### **IV. APPEAL PROCEDURE**

1. Only those exam-takers who have failed their DIMAQ Professional Examination may appeal in writing against the result of the Examination. Such persons have the right to become familiar with their examination test at IAB Polska's seat within 5 days of the date of announcement of Examination results, upon making a prior appointment by phone by calling 22 415 54 44 or 735 911 657.
2. An appeal may be drawn up only at IAB Polska's seat during a visit as part of which a given exam-taker becomes familiar with their examination sheet. IAB Polska makes a computer device and a printer available to exam-takers to let them draw up and submit appeals. Appeals may be submitted at IAB Polska's seat only on the day of when a given exam-taker visits IAB Polska's seat and becomes familiar with their examination sheet.
3. The appeal needs to be appropriately motivated by indicating the reasons for lodging thereof.
4. If the reasons for lodging the appeal are aspects related not to examination questions, but to technical issues, such appeal will be looked into only if the appellant has made remarks during the Examination according to item II.7.15, and the remarks in question have been made note of in the Examination Record.
5. If the reasons for lodging the appeal are substantive matters, i.e. related to doubts about the correctness of answers to certain questions, the appeal may be lodged only if the number of disputed questions and answers lets the appellant pass the Examination if their appeal is recognized. Such appeal may be lodged only by persons with an Examination score of at least 70%.
6. The Board of Appeal will not look into any appeal that does not meet the criteria indicated in item IV.4 and item IV.5, and will notify the appellant of such fact via e-mail.
7. An appeal form specimen has been included in appendix no. 5 to these Rules.
8. Appeals are examined by a Board of Appeal composed of at least two persons.
9. An appeal that is not to remain non-examined is to be looked into by appointed members of the Board of Appeal within 14 days of the day it is submitted.
10. In the case the Board of Appeal has doubts as to interpretation of a given appeal, it may consult an external expert, notifying the appellant of such fact. In such event, the deadline for examination of the appeal is extended to 30 days of the day of submission thereof.
11. The Board of Appeal decides on appeals by means of a resolution where a given appeal is either dismissed or recognized, with the latter resulting in the appellant's passing of the Examination. Each resolution of the Board of Appeal includes a justification. Resolutions are final and may not be appealed against. A resolution specimen has been included in appendix no. 6 to these Rules.
12. The Board of Appeal notifies appellants of its decisions via e-mail.

## **V. APPOINTMENT OF THE EXAMINATION BOARD AND OF THE BOARD OF APPEAL**

1. Each Examination Board is appointed by IAB Polska's Management Board by means of a resolution.
2. The Examination Board is composed of at least 5 persons.
3. The first composition of the Examination Board is appointed by IAB Polska's Management Board for an indefinite period of time. If a member of the Examination Board loses their mandate for any reason (e.g. death, dismissal, resignation, and in the case of IAB Polska's employees - termination of employment), the Management Board, after obtaining a positive opinion from the relevant Sector Skills Council, will make a decision related to appointment of a new member of the Examination Board within 14 days.
4. IAB Polska's Management Board may dismiss members of the Examination Board any time by adopting an appropriate resolution including reasons of the dismissal.
5. Examination Board members perform their duties without remuneration.
6. For the needs of conducting a given DIMAQ Professional Examination, a minimum of two persons is appointed from among the Examination Board members. The Examination Board appoints their representatives for particular Examinations on a routine basis.
7. Duties of the Examination Board (appointed representation) include:
  - a) preparing and conducting the Examination,
  - b) supervising the course of the Examination,
  - c) assessing examination papers - if the Examination includes open-ended questions.
8. In exceptional circumstances, the Examination Board (appointed representation) may:
  - a) interrupt the Examination and order rescheduling it for another date arranged with the exam-takers,
  - b) stop the Examination for a definite time of up to 3 hours, and in the case this time is exceeded, set a new date for the Examination;
  - c) extend the duration of the Examination.

The abovementioned scope of entitlements may be exercised only in circumstances of occurrence of acts of force majeure, including especially: power failures and examination system failures. Occurrence of any such event needs to be duly noted in the Examination Record.
9. Every member of the appointed representation of the Examination Board may interrupt an exam-taker solving the test if such person attempts to solve the test not on their own.
10. For the needs of examining appeals against DIMAQ Professional Examination results, IAB Polska's Management Board appoints a Board of Appeal.

11. The Board of Appeal is composed of at least 5 persons - DIMAQ instructors. The Board of Appeal may not be composed of Examination Board members.
12. Board of Appeal members perform their duties without remuneration.
13. The Board of Appeal (two persons appointed to look into appeals) examines appeals against DIMAQ Professional Examination results during sessions taking place at IAB Polska's seat and adopts resolutions on the matter.
14. Provisions of items V.3 and V.4. apply to the Board of Appeal accordingly.

## **VI. FINAL PROVISIONS**

1. The Organizer reserves the right to amend these Rules. The new version of the Rules will be published at [www.dimaq.pl](http://www.dimaq.pl) and will be available at the Organizer's seat.
2. The Rules are effective as of the date they are adopted in the form of a resolution by IAB Polska's Management Board.

**Appendix no. 1**

**SPECIMEN OF DIMAQ EXAMINATION ATTENDANCE REGISTER**

ATTENDANCE REGISTER

DIMAQ PROFESSIONAL EXAMINATION

DATE:

TIME:

PLACE:

Examination Board:

<b>NO.</b>	<b>name</b>	<b>surname</b>	<b>PESEL</b>	<b>email</b>	<b>Signature put after becoming familiar with the Rules of conducting DIMAQ Professional examinations</b>	<b>Time of leaving the examination room</b>
1						
2						
3						

**Phones deposited with the Examination Board by:**

<b>NO.</b>	<b>name</b>	<b>surname</b>

signatures of the Examination Board members:

Appendix no. 2

EXAMINATION RECORD SPECIMEN

Warsaw, \_\_\_\_\_ (date)

**DIMAQ EXAMINATION RECORD**

On \_\_\_\_\_ in Warsaw, at the seat of Związek Pracodawców Branży Internetowej Interactive Advertising Bureau Polska, an Examination Board composed of:

\_\_\_\_\_,

\_\_\_\_\_,

conducted a DIMAQ Professional examination session. There were \_\_\_\_\_ persons registered for the Examination; the list of the registered is provided in appendix no. 1 to this Record.

There were \_\_\_\_\_ computer stations made available to the exam-takers. Before the Examination started, the Examination Board received a statement from a person appointed by IAB Polska, stating that the computer equipment present in the examination room and the applied security measures worked properly.

\_\_\_\_\_ mobile phones were deposited with the Examination Board.

*All persons registered for the Examination turned up for the Examination / \_\_\_\_\_ did not turn up for the Examination.\**

\_\_\_\_\_ persons sat for the Examination; the attendance register drawn up by the Examination Board is provided in appendix no. 2 to this Record.

The chair of the Examination Board, \_\_\_\_\_, explained the rules of the Examination to the exam-takers and answered their questions.

The Examination commenced at \_\_\_\_\_.

*No incidents occurred during the Examination. / The following incidents occurred during the Examination:*

\_\_\_\_\_,

\_\_\_\_\_,

\_\_\_\_\_.

*On account of occurrence of incidents, the Examination Board decided unanimously to extend the duration of the Examination by the duration of the incidents, i.e. \_\_\_\_\_.\**

On account of occurrence of incidents, the Examination Board decided unanimously to interrupt the Examination.\*

**Resolution no. \_\_\_/\_\_\_  
of DIMAQ Examination Board  
concerning prolongation/interruption of DIMAQ Examination**

The Examination Board composed of \_\_\_\_\_, conducting DIMAQ Examination on \_\_\_\_\_ in \_\_\_\_\_, on account of \_\_\_\_\_, decides to:

- extend the duration of the Examination by \_\_\_\_\_,
- interrupt the Examination and reschedule it with the exam-takers' approval for a day that falls within 14 days of the current day.

\_\_\_\_ DIMAQ Examination Board members voted in favour of adoption of the resolution.

Votes for: \_\_\_\_\_

Votes against: \_\_\_\_\_

Votes abstained: \_\_\_\_\_

The resolution was adopted unanimously.

On account of disturbances occurring during the course of the Examination, i.e.. \_\_\_\_\_\*\*, the Board terminated the examination of Mr/Ms \_\_\_\_\_\*\*\* before the set time, i.e. at \_\_\_\_\_ .

Record drawn up by \_\_\_\_\_.

Signatures:

**Members of the Examination Board**

**Secretary:**

\_\_\_\_\_  
(signature)

\_\_\_\_\_

\_\_\_\_\_  
(signature)

\* delete as appropriate

\*\* enter instances of disturbance – e.g. identified attempts of recording questions, using forbidden devices, consulting other exam-takers, etc.

\*\*\* surnames of persons who had their Examination terminated before the set time.

**Appendix no. 3**

**SPECIMEN OF RESOLUTION CONCERNING DIMAQ PROFESSIONAL EXAMINATION  
RESULT**

Warsaw, \_\_\_\_\_ (date)

**Resolution no. .../201...  
of DIMAQ Examination Board  
dated \_\_\_\_\_**

DIMAQ Examination Board composed of: \_\_\_\_\_, acknowledges the results of DIMAQ Examination taking place on \_\_\_\_\_. The results are enclosed with this resolution in the form of a printed *Examination Report*.

\_\_\_\_\_ DIMAQ Examination Board members voted in favour of adoption of the resolution.

Votes for: \_\_\_\_\_

Votes against: \_\_\_\_\_

Votes abstained: \_\_\_\_\_

The resolution was adopted unanimously.

**Members of the Examination Board:**

\_\_\_\_\_ (signature)

\_\_\_\_\_ (signature)

Appendix no. 4

DIMAQ CERTIFICATE SPECIMEN



**Appendix no. 5**  
**DIMAQ EXAMINATION APPEAL SPECIMEN**

Warsaw, \_\_\_\_\_ (date)

**To**  
**DIMAQ Examination Board of Appeal**  
**regarding the Examination that took place on**  
**\_\_\_\_\_ in \_\_\_\_\_**

**Appellant:** \_\_\_\_\_  
**e-mail address:** \_\_\_\_\_  
**address of residence:** \_\_\_\_\_

**APPEAL**

As a person who failed the Examination (score of \_\_\_\_\_ points) conducted on \_\_\_\_\_ in \_\_\_\_\_, I hereby submit my appeal against the result of the Examination and dispute the obtained result on account of:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(please specify the grounds for lodging the appeal, indicating the disputed questions, according to Chapter IV of the Rules of Conducting DIMAQ Professional Examinations)

\_\_\_\_\_  
(signature)

Appendix no. 6

**SPECIMEN OF DIMAQ EXAMINATION BOARD OF APPEAL'S RESOLUTION ON APPEAL-RELATED DECISIONS**

**Resolution no. \_\_\_/\_\_\_  
of DIMAQ Examination Board of Appeal  
regarding decision on an appeal against Examination result**

A Board of Appeal composed of \_\_\_\_\_, having examined on \_\_\_\_\_ an appeal against the result of DIMAQ Examination that took place on \_\_\_\_\_ in \_\_\_\_\_, lodged by \_\_\_\_\_ on \_\_\_\_\_, decides to:

- *dismiss the appeal*

/

- *recognize the appeal, and states that \_\_\_\_\_ has obtained the number of points required to pass DIMAQ Examination \**

**JUSTIFICATION**

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\_\_\_\_ members of DIMAQ Examination Board of Appeal voted in favour of adoption of the resolution.

Votes for: \_\_\_\_\_

Votes against: \_\_\_\_\_

Votes abstained: \_\_\_\_\_

The resolution was adopted unanimously.

**Members of the Board of Appeal:**

\_\_\_\_\_ (signature)

\_\_\_\_\_ (signature)

\* delete as appropriate

**Appendix no. 7**

**SPECIMEN OF EXAM-TAKER'S DECLARATION**

**DECLARATION**

I, the undersigned \_\_\_\_\_, PESEL \_\_\_\_\_:

Hereby declare to have been informed that the course of the general-level DIMAQ Professional examination taking place on \_\_\_\_\_ is recorded by the Organizer – Związek Pracodawców Branży Internetowej IAB Polska – in the form of a video for the purpose of monitoring of the examination quality and to ensure its proper course. The recorded video will be archived by IAB Polska only for the needs of monitoring the quality of the DIMAQ certification programme. It may be also used for the purpose of deciding on matters related to appeals against the results of the examination. The recorded video content will not be distributed in any way.

I hereby declare to have become familiar with the Rules of conducting general-level DIMAQ Professional examinations. During the course of the examination I will not use any electronic or electric devices other than those provided by IAB Polska for the purpose of conducting and taking the examination. I will not record the course of the examination or the content of examination questions and answers in any way.

I am aware that in the event of using any forbidden devices or recording the course of the examination or the content of examination questions, the Organizer may terminate my examination immediately, which will result in my failing of the examination.

I hereby declare that I am aware that examination questions constitute IAB Polska's intellectual property and a trade secret. I acknowledge that disclosing the content of examination questions and answers is strictly forbidden and I undertake not to do it.

I declare to be aware that if I do not accept the provisions of the Rules of conducting general-level DIMAQ Professional examinations, I will not be allowed to sit the Examination.

Warsaw, \_\_\_\_\_ (date)

Signature \_\_\_\_\_