Diploma in Loyalty Neuroscience (DLN)

Terms & Conditions of Enrolment

Provider: ELA Europe Ltd, trading as Europe's Loyalty Association (The ELA™)

Effective date: 16 October 2026

1. About the Programme

1.1. The Diploma in Loyalty Neuroscience (DLN) is a professional education programme developed and delivered by Europe's Loyalty Association (The ELA™).

1.2. The Full Diploma comprises ten modules across two stages:

- **Stage 1 – Understanding the Brain**
- **Stage 2 – Designing for Behaviour**

1.3. The programme combines expert-led teaching, practical workshops, exercises, learning materials and assessment.

1.4. The DLN is an industry qualification issued by Europe's Loyalty Association. The programme is currently undergoing the CPD accreditation process. Accreditation is not guaranteed, and enrolment does not constitute a promise of external accreditation.

2. Enrolment and Payment

2.1. Enrolment is confirmed once full payment has been received and confirmation has been issued by The ELA™.

2.2. Places are limited and allocated on a first-come, first-served basis.

2.3. Published prices exclude applicable VAT unless expressly stated otherwise. VAT will be calculated and added at checkout where required by applicable tax legislation.

2.4. Promotional discounts must be applied at the time of booking and cannot be applied retrospectively.

2.5. Each enrolment is valid for one named participant only.

2.6. Enrolments may be purchased by individuals or organisations. Where an organisation purchases an enrolment, it is responsible for ensuring that its nominated participant is informed of the relevant programme requirements.

2.7. The ELA™ will provide confirmation of enrolment and relevant course information following successful payment.

3. Participant Cancellations, Substitutions and Transfers

3.1. If a participant is unable to attend their booked course, the first option is to nominate a suitable replacement participant.

3.2. Substitutions from the same organisation are permitted at no additional charge, provided The ELA™ receives written notification at least **14 calendar days before the course start date**.

3.3. Substitutions requested with less than 14 days' notice may be considered at The ELA™'s discretion.

3.4. If a suitable replacement cannot be arranged, the participant or purchasing organisation may request a transfer to a future DLN course, subject to availability.

3.5. Approved transfers will be provided as a credit towards a future DLN course. Credits are valid for **18 months from the date of the original scheduled course**.

3.6. Participants may request a transfer between DLN courses held in London and Amsterdam, subject to availability.

3.7. Where the replacement course has a higher fee, the participant or purchasing organisation must pay the difference before the transfer is confirmed. Where the replacement course has a lower fee, any remaining credit may be used towards another eligible DLN enrolment within the original credit validity period.

3.8. Credits cannot be exchanged for cash or transferred to unrelated products or events, except where required by applicable law.

3.9. No discretionary cash refunds are offered for participant cancellations, non-attendance or changes in personal or professional circumstances.

3.10. Nothing in this section excludes or restricts any statutory cancellation, refund or other rights that cannot legally be excluded.

4. Course Changes, Postponement and Cancellation

4.1. The ELA™ reserves the right to make reasonable changes to course content, instructors, timetable or venue where necessary, provided these changes do not materially diminish the programme purchased.

4.2. If a course is postponed, participants will be offered a place on the rescheduled course or a credit towards another available DLN course.

4.3. Credits offered under this section will ordinarily remain valid for 18 months from the originally scheduled course date.

4.4. If The ELA™ cancels a course and cannot provide the contracted training, participants will be entitled to the remedies required by applicable law, including a refund where legally required. A credit or transfer may be offered as an alternative where the participant agrees.

4.5. The ELA™ will provide reasonable notice of significant changes wherever practicable.

4.6. The ELA™ will not be responsible for independently booked travel, accommodation or other incidental expenses, except where liability cannot legally be excluded.

5. Force Majeure

5.1. The ELA™ shall not be liable for delays, disruption or failure to deliver the programme where these arise from circumstances beyond its reasonable control, to the extent permitted by law.

5.2. Such circumstances may include, but are not limited to, natural disasters, extreme weather, pandemics, public health emergencies, government restrictions, war, terrorism, civil unrest, industrial action, major transport disruption, venue closures or other unforeseen events beyond The ELA™'s reasonable control.

5.3. Where a Force Majeure event prevents the programme from proceeding as scheduled, The ELA™ will make reasonable efforts to minimise disruption and arrange an alternative date, venue or delivery format where practicable.

5.4. Participants will ordinarily be offered the opportunity to attend the rescheduled programme or transfer their enrolment to a future DLN course, subject to availability.

5.5. Where a participant cannot attend the alternative arrangements, The ELA™ will endeavour to offer a credit towards a future DLN course, valid for 18 months from the originally scheduled course date.

5.6. The ELA™ will not be responsible for independently booked travel, accommodation or other incidental expenses arising from a Force Majeure event, except where liability cannot legally be excluded.

6. Attendance and Participation

6.1. **Full attendance across both scheduled training days is required to qualify for the Full Diploma certificate.**

6.2. Participants are expected to participate in the prescribed learning activities, practical exercises and assessments.

6.3. Participants who miss part of the programme may be required to complete the missed learning at a future course before becoming eligible for certification. Any such arrangement

is subject to availability and approval by The ELA™ and may incur an additional fee, which will be disclosed in advance.

6.4. Participants are responsible for arranging their own travel, accommodation and any necessary travel documentation.

6.5. Participants must conduct themselves professionally and respectfully towards instructors, fellow participants and staff.

6.6. The ELA™ reserves the right to remove a participant whose behaviour seriously disrupts the programme or compromises the safety or wellbeing of others, subject to applicable law.

7. Assessment, Resits and Certification

7.1. Completion of the Full Diploma requires full attendance, participation in the prescribed learning activities and successful completion of the required assessments.

7.2. The minimum assessment pass mark is **70%**.

7.3. Participants who do not achieve the required pass mark may apply to resit the relevant assessment.

7.4. Assessment resits are subject to an administration fee. The applicable fee, arrangements and any relevant deadlines will be communicated before a resit is booked.

7.5. A Full Diploma certificate will be issued by Europe's Loyalty Association to participants who successfully meet all programme requirements.

7.6. Payment and attendance alone do not guarantee the award of the Diploma.

7.7. The ELA™ and its faculty partners will provide participants with information about assessment requirements before or during the programme.

7.8. The Diploma is issued by Europe's Loyalty Association and does not constitute an academic degree or a guarantee of professional accreditation.

8. Training Materials and Intellectual Property

8.1. All course materials, presentations, exercises, frameworks and other learning resources remain the intellectual property of The ELA™, its faculty partners and instructors, or their respective rights holders.

8.2. Participants receive a personal, non-exclusive, non-transferable licence to use the materials for their own learning and internal professional development.

8.3. Materials may not be reproduced, distributed, resold, published, recorded or used to deliver commercial training without prior written permission from the relevant rights holder.

8.4. Recording of training sessions, whether audio, video or otherwise, is not permitted without express authorisation from The ELA™.

8.5. Participants retain ownership of any original materials they independently create during the programme, subject to the intellectual property rights in any underlying course resources.

9. Privacy and Data Protection

9.1. Personal information will be collected and processed for enrolment, payment administration, course delivery, assessment, certification and related communications.

9.2. Relevant participant information may be shared with course instructors, faculty partners and service providers where necessary to deliver the programme.

9.3. Personal information will be handled in accordance with applicable data protection legislation and The ELA™ Privacy Policy.

9.4. Marketing communications will be managed in accordance with applicable data protection and electronic marketing requirements.

10. Liability

10.1. The ELA™ will take reasonable care in organising and delivering the programme.

10.2. The programme provides professional education and does not guarantee any particular commercial, employment or business outcome.

10.3. Nothing in these Terms excludes or limits liability for fraud, death or personal injury caused by negligence, or any other liability that cannot legally be excluded.

10.4. Subject to clause 10.3, The ELA™ will not be liable for indirect or consequential losses arising from participation in the programme, to the extent permitted by law.

10.5. Any limitation of liability shall operate only to the extent permitted by applicable law and shall not restrict statutory remedies for services that are not provided with reasonable care and skill.

11. Governing Law and General Conditions

11.1. These Terms are governed by the laws of England and Wales, subject to any mandatory consumer protections and other applicable legal requirements.

11.2. Nothing in these Terms deprives a consumer of mandatory protections that apply in their country of habitual residence.

11.3. If any provision is found to be invalid or unenforceable, the remaining provisions will continue to apply.

11.4. These Terms apply specifically to the Diploma in Loyalty Neuroscience and take precedence over The ELA™ general Events Terms & Conditions where there is a conflict.

11.5. Any exception, transfer or alternative arrangement agreed by The ELA™ must be confirmed in writing.

12. Acceptance and Contact

By completing enrolment and payment, the participant or purchasing organisation confirms that they have had the opportunity to read and accept these Terms & Conditions, subject to applicable statutory rights.

For questions relating to enrolment, cancellations, substitutions, transfers, assessments or certification, please contact:

diploma@the-ela.org

ELA Europe Ltd
Trading as Europe's Loyalty Association (The ELA™)