

## 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 in Greece by IAB Greece** (henceforth referred to as “IAB Hellas”) a licensee of **Internet Industry Employers’ Association Poland**, henceforth referred to as “IAB Poland”.
4. **DIMAQ is an official EU figurative trademark** registered for IAB Poland and licenced by IAB Hellas (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 Hellas 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 Hellas’s seat or in another suitably equipped place chosen by IAB Hellas.
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 technical equipment and related infrastructure necessary to conduct and take the Examination are provided by IAB Hellas.
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 Hellas 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 Hellas may be present in the examination room during the Examination.
7. On the day of the Examination, it is important to:
  - 7.1. 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 Hellas to exam-takers). Those who turn up at IAB Hellas's seat or chosen place later than 15 minutes before the starting time of the Examination may be not allowed to sit the Examination,
  - 7.2. appear with a valid identity card (ID or Passport) containing the document's number used at registration,
  - 7.3. come to the Examination without one's mobile phone; if an exam-taker comes to the Examination with a mobile phone, the examiner will be obliged to ask them to switch it off. It is forbidden to use any telecommunications equipment or image/sound recording devices during the Examination.
8. Exam-takers are obliged to produce their ID or Passport 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 ID or Passport 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.
9. After entering the examination room, exam-takers take the indicated seats and turn on the provided computer units.
10. 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 image/sound recording devices during the Examination;
  - 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.

11. 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, and then commences the Examination.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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. 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.

5. Exam-takers who have obtained a positive result of the Examination receive only the information about the completing of the exam (not pointing to the number of points obtained). Exam-takers who do not have the positive outcome of the Examination receive information about failing the Examination and the number of points obtained.
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 Hellas's office (35 PINDOU Street, 15233 CHALANDRI – ATHENS) within 3 days of the date of announcement of Examination results, upon making a prior appointment by phone by calling 210 6828800.
2. The appeal may be submitted within a non-negotiable deadline of 14 days of the day of becoming familiar with one's examination test. The appeal shall be submitted in person at IAB Hellas's office (it is necessary to submit the original document and three photocopies thereof).
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.7.13, 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. APPOINTING THE EXAMINATION BOARD**

1. Each Examination Board is appointed by IAB Hellas's Management Board by means of a resolution.
2. The Examination Board is composed of at least 3 persons.
3. The first composition of the Examination Board is appointed by IAB Hellas'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 Poland's employees - termination of employment), the Management Board, after obtaining a positive opinion from the relevant Sector Skills Committee, will make a decision related to appointment of a new member of the Examination Board within 14 days.
4. IAB Hellas'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 Hellas's Management Board appoints a Board of Appeal.
11. The Board of Appeal is composed of at least 3 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 looking to appeals) examines appeals against DIMAQ Professional Examination results during sessions taking place at IAB Hellas's seat and adopts resolutions on the matter.

## **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.gr](http://www.dimaq.gr) 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 Hellas'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>ID or Passport Number</b>	<b>e-mail</b>	<b>Signature put after becoming familiar with the Rules of conducting DIMAQ Professional examinations</b>	<b>Time of leaving the examination room</b>

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

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

signatures of the Examination Board members:

Athens, \_\_\_\_\_ (date)

**DIMAQ EXAMINATION RECORD**

On \_\_\_\_\_ in Athens, at the appointed seat of IAB Hellas Egg-enter•grow•go  
190 Syggrou Avenue,  
17671 Kallithea, 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 Hellas, 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.

The following finished the Examination before the set time:

\_\_\_\_\_ - left the room at \_\_\_\_\_ ,

\_\_\_\_\_ - left the room at \_\_\_\_\_ ,

Others finished the Examination at the set time, i.e. at \_\_\_\_\_.

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

Signatures:

**Members of the Examination Board**

**Secretary:**

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

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

\* delete as appropriate

Appendix no. 3

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

Athens, \_\_\_\_\_ (date)

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

DIMAQ Examination Board composed of: \_\_\_\_\_, acknowledges the results of DIMAQ Examination taking place on \_\_\_\_\_ (the Examination took place on \_\_\_\_\_) and decides as follows:

NO.	ID or Passport NO.	DIMAQ EXAMINATION SCORE (NUMBER OF POINTS)	EXAMINATION RESULT

\_\_\_\_\_ 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 example



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

Athens, \_\_\_\_\_ (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:

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(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