NDPA CALLS TIME ON ROGUE DEED POLL COMPANIES

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Name Change by Deed Poll is a highly competitive arena. Yet one with little in the way of professional monitoring or representation. The National Deed Poll Association, a professional association for Deed Poll companies, has been setup to promote professional standards in the industry, challenge misleading advertising and empower the consumer.

This year, the Advertising Standards Authority has upheld complaints made against a number of Deed Poll companies for misleading advertising. Until now, organisations such as Trading Standards and the ASA have largely relied on the consumer to inform them of rogue operators within the industry.

Dominic Carnell, founder of the NDPA and MD at The UK Deed Poll Office London Ltd, recognised the need for an organisation that would help to protect the consumer from rip-off websites and misleading advertising, and give the industry a voice.

The NDPA plan to proactively report offending companies to make it easier for consumer protection organisations and advertising regulators to react. They have also outlined a strict membership criteria that stipulates all members must:

• Partake in an independent review platform and display the reviews directly on their website.
• Pass minimum competency standards.
• Be a UK registered company with a minimum of two years accounts filed with Companies House.
• Supply recent DBS certificates for all company directors.
• Supply five written references from past clients.
• Pass a company credit check.
• Be registered with the ICO as a data controller.
• Hold Professional Indemnity Insurance.
• Agree to abide by the NDPA code of conduct.

Dominic Carnell said: “At The UK Deed Poll Office London Ltd we’ve always championed transparency, honesty and professional standards. The NDPA will help to ensure that all Deed Poll companies operate to a high standard and allow the consumer to make an informed decision.
In the event that a customer complaint cannot be resolved directly, the NDPA will act as a mediator and or pass on the complaint to the appropriate body for further investigation.”

##Ends##

Notes to editors

The National Deed Poll Association Ltd is a company registered in England and Wales. Company number 12345678. Founded in 2013 by Dominic Carnell, CEO of The UK Deed Poll Office London Ltd – one of the UK’s top Deed Poll specialists.

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NDPA
National Deed Poll Association

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Related Keywords:

Deed Poll :: Name Change :: Trade Association ::

Scan Me:

Company Contact:

NATIONAL DEED POLL ASSOCIATION LTD

T. 020 3318 0245
E. enquiries@nationaldeedpollassociation...
W. https://www.nationaldeedpollassociati...

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