

## Brand

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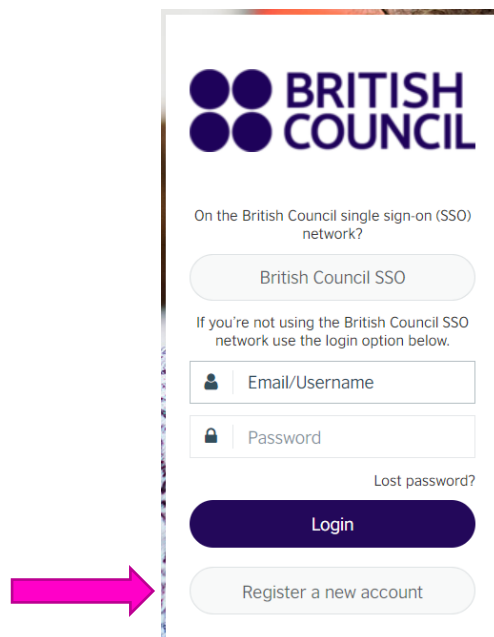
# Register to the British Council Brand Hub

August 2024

*This guide is for partners, agencies and other suppliers who require access to the Brand Hub.*

## 1. Request a new account on the Brand Hub

Go to <https://brandhub.britishcouncil.org/> and click 'Register a new account'. We recommend you use the latest version of Google Chrome.

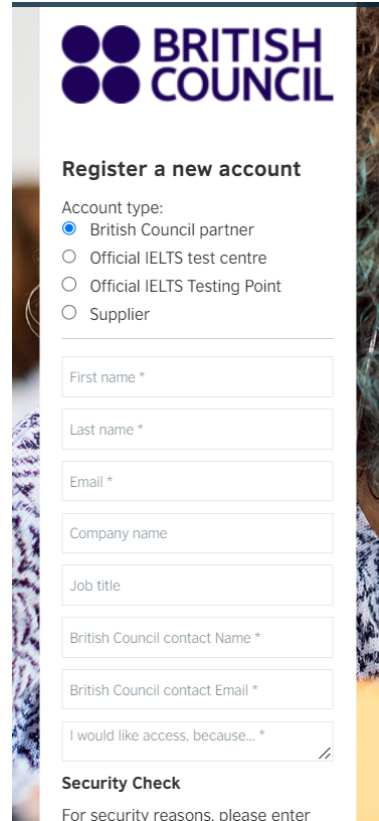


The screenshot shows the British Council login interface. At the top is the logo. Below it, there are two main sections: one for users on the British Council single sign-on (SSO) network, and another for users not on the SSO network. The SSO section has a 'British Council SSO' button. The non-SSO section has input fields for 'Email/Username' and 'Password', a 'Lost password?' link, a 'Login' button, and a 'Register a new account' button. A pink arrow points to the 'Register a new account' button.

## 2. Registration Form

Complete all fields of the registration form, including:

- Account type – select supplier if you are an agency, graphic designer or printer
- your first name, last name, email, company name and job title
- the name and email of your British Council contact who will need to approve access request. Do not enter your own email address again.
- the reason you need access on the British Council Brand Hub.



The screenshot shows the 'Register a new account' form on the British Council website. It includes the following fields and options:

- Account type:** Radio buttons for 'British Council partner' (selected), 'Official IELTS test centre', 'Official IELTS Testing Point', and 'Supplier'.
- First name \*** (text input)
- Last name \*** (text input)
- Email \*** (text input)
- Company name** (text input)
- Job title** (text input)
- British Council contact Name \*** (text input)
- British Council contact Email \*** (text input)
- I would like access, because... \*** (text area)
- Security Check** section with the instruction: 'For security reasons, please enter'.

## 3. Emails from the Brand Hub:

You will first receive an email notifying you that your request is pending approval:

### **Brand Hub access request:**

*Thank you for your request. Your named contact has been notified to verify your account.  
Once verified, you will be notified about your request within 48 hours.*

Once your request is approved by your British Council contact, you will receive an email with a link to set your password:

### **Brand Hub access request:**

*Your request has been accepted and you can now access the Brand Hub. Please click the link below to change your password. Your account will remain active for approximately one month. For brand enquiries or approvals, please contact [brand@britishcouncil.org](mailto:brand@britishcouncil.org)*

**Name:**

**Please click the link <https://brandhub.britishcouncil.org/login/?token=857F5D2F-A1FC-4D7F-A3A33A877557FE50> to verify your account and set your password:**

## **4. Setting up your password**

Once you click the link, you will be transferred to the below page to set up your password. Use a combination of capital and small letters, numbers and symbols to make sure your password is strong.

### **Verify your account and complete your profile**

Username

Change password

Strength

Your account is now set up. Every time you need to log into the British Council Brand Hub just enter your username (your email) and your password. Next, you need to accept our policies.

## 5. Accepting our policies

When you login for the first time, you will need to acknowledge the Brand Hub's 'Terms of Use' and 'Privacy Notice' before being able to access the site. See screenshots below.

Testing Point MFA Testing Point MFA

### TERMS OF USE

For detailed information, please refer to the privacy section of the British Council website, [www.britishcouncil.org/privacy](http://www.britishcouncil.org/privacy) or contact your local British Council office. We will review the personal information we hold on Brand Hub users routinely (every two year/s) and delete any personal information that is no longer necessary for the purposes outlined above.

**What happens if anything goes wrong with the Brand Hub?**

The Brand Hub and any information or other material hosted on it, including British Council Materials, are made available strictly on the basis that you accept them on an 'as is' and 'as available' basis.

Where you rely on any information or other material hosted on the Brand Hub, you do so entirely at your own risk. You accept that all warranties, conditions and undertakings, express or implied, whether by common law, statute, trade usage, course of dealings or otherwise in respect of the Brand Hub are excluded to the fullest extent permitted by law. The British Council does not warrant that the Brand Hub and/or Brand Hub Content are free from viruses or unintended content or anything that may have a harmful or undesirable effect on technology or property.

The British Council, and all subsidiary entities of the British Council, and each of their respective officers, directors, shareholders, employees, representatives and agents, exclude all liability arising from your use of the Brand Hub and/or Brand Hub Content to the fullest extent permitted by law. The British Council is not responsible for any matter related to the Brand Hub caused by circumstances beyond its reasonable control.

**Which laws apply to my use of the Brand Hub and Brand Hub Content?**

The laws of England and Wales apply. These Terms of Use and any dispute or claim arising out of or in connection with them or their subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of England and Wales.

The English courts will have non-exclusive jurisdiction over any claim arising from, or related to, these Terms of Use and/or the Brand Hub. This means that all claims relating to these Terms of Use and/or the Brand Hub can be settled by a judge (or a number of judges) in an English court. However, the British Council retains the right to bring proceedings against you for breach of these Terms of Use in your

### Important Updates

Dear user,

New data privacy laws and regulations have become effective in recent years, with more such laws under consideration around the world. The European Union's General Data Protection Regulation ("GDPR") and the California Consumer Privacy Act ("CCPA") are two prominent examples, among others.

In response to the modern data privacy landscape, Bynder has devoted significant efforts to ensure that our products and services remain compliant with applicable laws and that our customers and our users have the information they deserve about our approach to privacy.

We have updated our global privacy policy and our cookie policy to provide a clear overview of our data processing activities. We want to be sure that the people that use our product (GDPR's data subjects and CCPA's consumers) are correctly informed about how we use, transfer, retain and protect their personal data. We have also set out the legal rights of our product users. Our up-to-date global privacy policy is available at <https://www.bynder.com/en/legal/privacy-policy/>, and our cookie policy is at <https://www.bynder.com/en/legal/cookie-policy/>. These policies apply to each user of the Bynder product. Should you have any questions, please feel free to write to [privacy@bynder.com](mailto:privacy@bynder.com).

Next, is enabling multifactor authentication.

## 6. Multi-Factor Authentication setup (MFA)

You will also need to set up a multi-factor authentication (MFA) process. This is an additional layer of security that protects your account.

- **Instructions to enable MFA if you don't have an MFA application on your phone:**

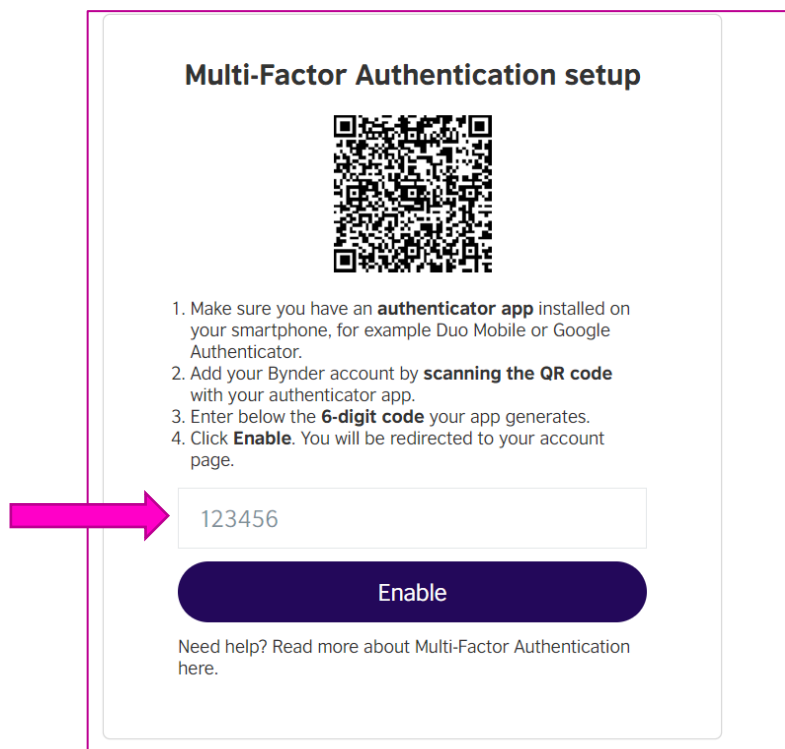
If you don't already have a multi-factor authenticator app on your phone (such as the Google or Duo authenticator) you will need to download one from Google Play or the Apple Store. Next,

- a. Open the downloaded app on your phone and add a new account (usually there is a '+' sign to do so, though this depends on which app you use).
- b. You might be asked to select how you'd like to set up the MFA account, by using an email or a QR code. If this is the case, please select QR code.
- c. Use your phone camera to scan the QR code on the Brand Hub screen.
- d. The app will then generate a six-digit number which is valid for 30 seconds.
- e. Type this code on the Brand Hub, as shown below, to complete your log in.


- **Instructions if you already have an MFA application on your phone:**

- a. Open the MFA app on your phone, click to create a new account by scanning a QR code.
- b. Then scan the QR code on your screen (screenshot below) and type the six-digit number generated by the app on the screen to set up your authentication.

Once your MFA is set up, you will be taken to a page where you can edit your contact details if you wish.



**Multi-Factor Authentication setup**



1. Make sure you have an **authenticator app** installed on your smartphone, for example Duo Mobile or Google Authenticator.
2. Add your Bynder account by **scanning the QR code** with your authenticator app.
3. Enter below the **6-digit code** your app generates.
4. Click **Enable**. You will be redirected to your account page.

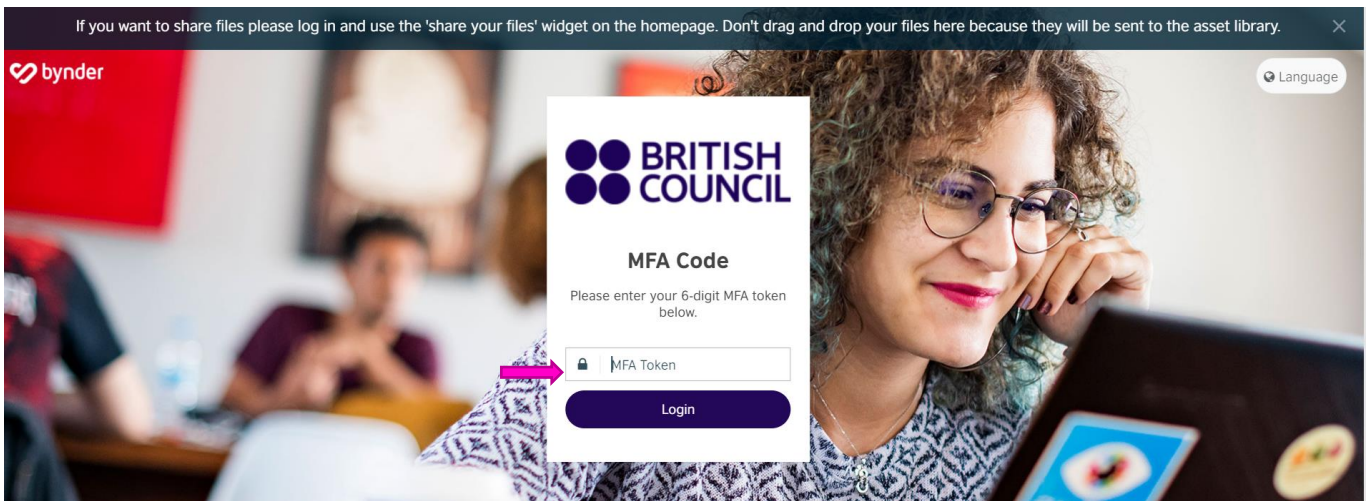
**Enable**

Need help? [Read more about Multi-Factor Authentication here.](#)

Your account is set up and you now have access to the Brand Hub.

## 7. Logging in after your account is set up

**Every time** you log in to your Brand Hub, you will type your username (email) and password and then enter the six-digit number from your MFA app.



You can now start your journey on the Brand Hub.