Companion Referral Engagement Policy

Policy Title: PRN-025: **Companion Referral Engagement Policy**
Company Name: AI Auto-Tech Ltd
Trading/Business Name: CAREHOPES
Company Registration Number: 15556946
SIC Code: 88100 – Social Work Activities Without Accommodation for the Elderly and Disabled
Email: admin@carehopes.com
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1. Introduction

Companions and volunteers are the most visible ambassadors of CAREHOPES (TC). They interact with the public, engage socially, and often become the first point of awareness for potential clients.

This Companion Referral Engagement Policy outlines how companions and volunteers may:

- ethically promote TC
- share referral codes
- earn referral bonuses
- engage the public professionally
- maintain safeguarding and contractual boundaries
- avoid unauthorised negotiation or misrepresentation

This policy supports TC's mission of safe, ethical, and community-driven companionship services.

2. Purpose of the Policy

The purpose of this policy is to:

- define referral engagement rules
- empower companions to refer responsibly
- protect companions from liability
- protect clients from misinformation
- ensure professional boundaries
- maintain TC's safeguarding and operational integrity

- support TC's referral programme

3. Scope of the Policy

This policy applies to:

- companions
- volunteers
- affiliates
- group members
- TC staff
- organisational partners (where applicable)

4. Principles of Companion Referral Engagement

4.1. Ethical Promotion

Companions must promote TC honestly, respectfully, and without coercion.

4.2. Professional Boundaries

Companions may **refer**, but must **not** discuss contract terms, pricing, refunds, or service conditions.

4.3. Safeguarding

Referral engagement must protect vulnerable individuals and avoid misleading information.

4.4. Transparency

Companions must direct all enquiries to official TC channels.

4.5. Motivation & Inclusion

Companions and volunteers are fully included in TC's referral programme and may earn referral bonuses.

5. What Companions *Can* Do

Companions and volunteers are permitted to:

- share their referral code verbally or digitally
- promote TC socially and professionally
- create awareness content (videos, posts, advocacy materials)
- refer clients during field work or private time

- direct people to TC's official website
- encourage people to explore TC's services
- earn referral bonuses
- offer the public a **5% discount** via their referral code

Referral activity is considered **social engagement**, not contract negotiation.

This list is unexhausted and may be further defined by responsible authorities according to UK legislation.

6. What Companions *Cannot* Do (Updated with Your Clause)

Companions must **not**:

- discuss contract terms
- discuss pricing, refunds, or fees
- negotiate service conditions
- accept private payments
- accept cash or gifts of monetary value
- provide personal contact details
- engage in private communication outside TC channels
- promise service availability
- guarantee outcomes
- misrepresent TC services

6.1. STRICT PROHIBITION: DISCLOSING PAYMENT RATES (Updated)

Companions and volunteers must **NEVER**, under any circumstance or disguise:

- reveal their payment rate
- disclose their hourly rate
- compare their rate with other companions
- discuss how much TC pays them
- discuss TC's internal budget distribution
- discuss mobilisation fees or operational costs
- discuss how TC allocates client payments

6.2. Salary Negotiation Clause (Your Update)

Every staff member **negotiates their salary before engagement**. Therefore, disclosing salary or payment rate to clients or the public:

- breaches TC's Data Policy
- breaches confidentiality
- constitutes misrepresentation
- violates UK employment confidentiality standards
- exposes TC's internal financial structure
- creates false expectations
- damages organisational integrity

6.3. Classification of Breach

Revealing payment rate is classified as:

- **Gross Misconduct**
- **Immediate Dismissal Offence**
- **Misrepresentation**
- **Safeguarding Risk**
- **Financial Misconduct**
- **Breach of Confidentiality**
- **Breach of Data Protection Policy**

6.4. Penalty

This offence may result in:

- **Immediate suspension**
- **Summary dismissal**
- **Permanent removal from TC services**
- **Loss of referral privileges**
- **Loss of bonuses**
- **Safeguarding escalation**

This list is unexhausted and may be further defined by responsible authorities according to UK legislation.

7. Approved Referral Script

When approached while with a client or during field work, companions must use the following script:

“I’m currently with a client now and I’m not allowed to spend time discussing details. Here is our website — https://carehopes.com — all the information you need is there. You can also contact TC through the official channels on the website or at admin@carehopes.com. I’m not authorised to discuss referral or contract terms, but I can give you my referral code to check out with. If you use my referral code, you will receive a 5% discount on your total cost.”

This script ensures:

- professional boundaries
- safeguarding compliance
- accurate information
- ethical promotion
- motivation for companions

8. Referral Code Usage

8.1. Distribution

Companions may share their referral code:

- verbally
- through social media
- through digital content
- through advocacy materials
- during private time
- during field work (without disrupting client care)

8.2. Discount

Clients using a companion’s referral code receive:

- **5% discount** on total cost
- eligibility for promotional packages (where applicable)

8.3. Bonus Eligibility

Companions earn referral bonuses when:

- the referred client signs a contract
- payment is received
- mobilisation occurs
- the client completes at least one session

9. Professional Conduct During Referral Engagement

Companions must:

- remain polite and respectful
- avoid pressuring potential clients
- avoid overselling or exaggeration
- avoid making promises
- avoid discussing internal TC operations
- avoid discussing other companions
- avoid discussing client cases
- maintain confidentiality
- maintain safeguarding standards

This list is unexhausted and may be further defined by responsible authorities according to UK legislation.

10. Social Media Referral Engagement

Companions may:

- create awareness content
- share TC's mission
- promote companionship services
- share referral codes
- advocate for community wellbeing

Companions must **not**:

- disclose client information
- share confidential TC information
- misrepresent TC services

- impersonate TC management
- use TC branding without approval

11. Referral Misconduct

Referral misconduct includes:

- fraudulent referrals
- misrepresentation
- coercion
- accepting private payments
- promising discounts not approved by TC
- altering referral codes
- creating false client profiles
- violating safeguarding rules
- **revealing payment rate (gross misconduct)**

Penalties may include:

- written warnings
- suspension
- removal from referral programme
- loss of referral bonuses
- termination (for serious or repeated misconduct)

This list is unexhausted and may be further defined by responsible authorities according to UK legislation.

12. Safeguarding Priority

Referral engagement must never compromise:

- client safety
- companion safety
- public safety
- organisational integrity

TC may suspend referral privileges immediately if safeguarding concerns arise.

13. Reporting Referral Concerns

Companions must report:

- suspicious referral behaviour
- fraudulent activity
- coercion attempts
- misinformation
- unsafe interactions

Reports must be sent to:

admin@carehopes.com or through TC's internal reporting channels.

14. Amendments to This Policy

TC may update this policy to reflect:

- legal changes
- safeguarding updates
- operational improvements
- governance decisions

Updates will be communicated through official TC channels.