

FAQS ON SDNTRUST ACCREDITATION FRAMEWORK

Q1. What is the purpose of the SDNTrust Accreditation Framework?

The framework sets the benchmark for dating agencies to attain high standards of professionalism and service delivery to singles.

Q2. Who are the accredited agencies?

Please refer to www.rda.gov.sg for the list of accredited dating agencies (AAs).

Q3. Is accreditation compulsory to start up a dating agency?

There is no license required to set up a dating agency and accreditation is voluntary.

Q4. What are the benefits of attaining accreditation?

The AAs would be recognised as a competent, credible and professional dating agency committed to high standards of service delivery, as singles would be assured of:

- Certified Dating Practitioners
- Gender Balance at Events
- Meeting Genuine Singles*
- Privacy and Confidentiality
- Proper Procedure on Service Delivery and Recovery

** All participants are screened against the ROM/ROMM records*

In addition, the AAs will be able to gain access to SDN's publicity channels.

Q5. How can one be awarded with the SDNTrust Accreditation Mark?

Dating agencies, must: a) fulfil all the eligibility requirements; b) comply with the Code of Professional Conduct and c) comply with the Accreditation Criteria and Standards. Successful accredited dating agencies will be awarded the SDNTrust Accreditation Mark.

Q6. How can one apply for the SDNTrust Accreditation and how long does it take?

Upon obtaining the Statement Of Attainment for the relevant prescribed WSQ courses, applicants can submit their application to SDN. A document audit as well as on-site assessment will be carried out. A recommendation report will then be put up to the Accreditation Council for Dating Industry for approval. The whole process (including completing the courses) will take approximately 6 – 9 months, depending on the applicants' ability to show compliance to the accreditation standards and criteria.

Q7. Is there a validity period for accreditation?

The accreditation is valid for an initial period of up to 2 years. Subsequently, dating agencies are required to undergo an assessment for renewal. Depending on their performance, they will be awarded with the accreditation for a period of up to 3 years.

Q8. Can an accredited agency provide services to non-Singaporeans and non-PRs?

The applicant agency must be in business of providing dating services to singles comprising of at least 80% Singapore Citizen or Singapore Permanent Resident and not more than 20% Employment Pass holders¹.

Q9. Can an agency apply for accreditation if it does not have a physical office?

Applicants may apply in writing with strong justifications for the waiver of this criterion. The Secretariat may grant the waiver based on the merits of each case.

Q10. What is the role of SDN in the Accreditation Framework?

As the Secretariat to the Accreditation Council, SDN conducts regular checks to ensure that AAs comply with the SDN Trust accreditation criteria and standards. SDN has the authority to take disciplinary action against AA that violates the criteria and standards. This includes sending warning letters, suspension or termination of the accreditation status of dating agencies. SDN however does not interfere in the business decisions (such as pricing or refunds) of the private dating agencies.

Q11. How does SDN assist in disputes between Accredited Agencies (AAs) and their clients?

Under the accreditation guideline, all AAs are required to respond and try to resolve complaint with the clients within 3 working days. In instances where dispute remains unresolved, SDN will direct the parties to an independent Alternative Dispute Resolution (ADR) body, such as the Small Claims Tribunal or CASE for mediation or redress. In disputes where AAs have breached the accreditation criteria and standards, SDN will investigate and may take disciplinary action.

Q12. How will SDN ensure that the AAs adhere to the accreditation standards?

SDN conducts regular audits and mystery shoppers exercise on the AAs. AAs will also be re-assessed after their accreditation status expires.

Q13. How much are the accreditation fees?

The accreditation fee per dating agency is \$550, which is inclusive of the application and assessment fees.

¹ Employment Pass holders are defined in accordance to the definition from Ministry of Manpower, Government of the Republic of Singapore, which refers to foreign professionals working in managerial, executive or specialised jobs