



Appeals procedure

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You may ask for a review if you believe a material factual or procedural error affected a decision. Appeals are free and must normally be submitted within 30 calendar days of the decision notification.

Grounds for an appeal

Explain the specific error you want considered. Grounds include a relevant fact recorded incorrectly, evidence in the submitted entry materials that was overlooked, incorrect application of the published criteria, or a procedural conflict that may have affected the decision.

Disagreement with a rating alone is not sufficient without explaining the error. A new formulation, release or substantially new evidence usually belongs in a new entry rather than an appeal about the original assessment.

What to submit

Identify the entry or Award ID, decision date and finding you challenge. State the requested correction and cite the material already supplied, including file names and pages. Attach relevant support for the alleged error. Do not send the same entry materials again without explaining the grounds.

Who considers the appeal

People who were responsible for the challenged decision do not decide the appeal. The appeal is assigned to an authorised person or panel with relevant competence and no material conflict. The original reviewers may be asked to explain their reasoning, but do not control the outcome.

Timing and outcome

The awards team normally confirms the scope within ten working days and aims to give a reasoned outcome within 30 calendar days of receiving a complete appeal. If more time is needed, the team explains why and gives a revised estimate.

The outcome may uphold the decision, correct an error, set it aside or require a fresh assessment. A changed decision and any resulting record correction remain traceable to the original case.

If the submission window has passed

Explain why the issue could not reasonably have been raised in time. The team will tell you whether it can be considered as an appeal, a record correction or a material concern. Reporting a credible product concern is not limited to the applicant's appeal window.

New evidence or a changed product

A later entry must identify the earlier case and what has changed. Repeated submission of the same material to seek a different result is not a substitute for an appeal.

[Submit an appeal through your account](#) · [Ask about the appeal process](#) · [Report a material concern](#)



Administration of an appeal

Record the notification date, appeal receipt, stated grounds, timeliness and any reason for late submission. Acknowledge receipt without implying that the appeal will succeed. Confirm which findings are in scope and request only the further information needed to examine them.

Check the proposed appeal decision-maker's interests and involvement in the original case. Record the assignment and restrict access to the relevant entry. Provide a fair opportunity for the material issue to be explained, while protecting the confidentiality of reviewers and other applicants.

Reasoned outcome

Address each accepted ground, identify the relevant evidence and explain the effect on the result. State whether reassessment is necessary and who is authorised to carry it out. Where a public record or certificate changes, initiate the controlled correction process and notify the recipient.

An appeal does not automatically suspend a published award or reverse an existing suspension. Any interim measure requires its own documented reason. Purchase history must not appear in the appeal assessment.