



January 7, 2014

VIA E-MAIL

Illinois Attorney General Lisa Madigan
Consumer Fraud Bureau
500 South Second Street
Springfield, IL 62706
lisa.madigan@atg.state.il.us

Re: TEFL Institute's false and deceptive marketing

Dear Attorney General Madigan,

I am writing to follow-up on my December 17, 2013 letter to your office regarding the TEFL Institute's false accreditation statement on its website. Since sending you this letter, two more related accreditation issues have come to our attention with respect to the TEFL Institute, indicating that the Institute's use of false accreditation claims is a continuous problem.

First, in addition to claiming it is accredited by the apparently non-existent NATEFLAC, the TEFL Institute's website also states that its courses "are accredited through ACCREDITAT, a division of Training Issues Ltd, based in the UK." See <http://www.teflinstitute.com/aboutus.php>, last visited Jan. 6, 2014 (a copy of the webpage is attached). However, ACCREDITAT, an international organization that provides accreditation to TEFL and TESOL training programs, has informed TINA.org that it cancelled the TEFL Institute's accreditation on October 24, 2013 because the Institute "failed to abide by the agreed standards and ethics expected of a teaching institution." See e-mail from ACCREDITAT to F. Silverman, dated Nov. 6, 2013 (copy attached). Despite ACCREDITAT's cancellation, the TEFL Institute has not removed the reference from its website.

Second, on December 18, 2013, the TEFL Institute posted on its Facebook page that its "New Accreditation has been approved!" and that it is now accredited by WTEFLAC, another international TEFL accreditation organization. See Screenshot of TEFL Institute's Dec. 18, 2013 Facebook post (attached). However, when TINA.org contacted WTEFLAC to inquire about the TEFL Institute's alleged accreditation with the organization, WTEFLAC informed TINA.org that the TEFL Institute had only

been given temporary accreditation status at the time the Institute made its Facebook claim, and that it has been unsuccessful in the final accreditation stages and will not be accredited by WTEFLAC. See e-mail from WTEFLAC to F. Silverman, dated Jan. 2, 2014 (copy attached). WTEFLAC also indicated that it had asked the TEFL Institute to remove the accreditation claims immediately, which it seems to have done as its Facebook page no longer refers to WTEFLAC.

Though the TEFL Institute apparently reacted to WTEFLAC's request, it is clear that the Institute continuously makes false claims about its accreditation status both on its own website as well as on social media sites.

We once again urge your office to halt the TEFL Institute's false marketing in order to protect consumers from this form of deception.

Please let me know if you have any questions or concerns.

Sincerely,



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Bonnie Patten, Esq.
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Cc: Vaishali S. Rao, Assistant Attorney General, vrao@atg.state.il.us