

Particulars of Notice of Contravention and Review Decision

S. 49(1) Private Career Colleges Act, 2005

Thursday, May 20, 2010

These particulars are posted following the issuance of an administrative penalty for which a review was requested. Penalties may be reviewed upon request within 15 days of receipt of a Notice of Contravention. The review decision is made considering not only the information originally available at the time the Notice of Contravention was issued, but also any new information not previously available that may have been supplied in support of the request for a review. On review, an administrative penalty may be upheld, rescinded or reduced. A review decision is final.

Original service date: March 2, 2010

Ramona Bolton
Institute of Traditional Medicine Inc.
553 Queen Street West, 2nd Floor
Toronto, ON
M5V 2B6

Description:	Original Amount:	Review Decision:
<p>Act. s. 11 – Restrictions on advertising and soliciting</p> <p>On February 10, 2010, the website belonging to Institute of Traditional Medicine, http://instituteoftraditionalmedicine.com/index2.html, was reviewed by Ministry staff who found it advertising a 540 hour practitioner diploma program, and an 1125 hour Therapist diploma program. The website did not list the cost of either program.</p> <p>On February 18, 2010, Ministry staff sent an e-mail to Institute of Traditional Medicine at info@instituteoftraditionalmedicine.com. On February 20, Ministry staff received two e-mails from Institute of Traditional Medicine, one of which contained a catalogue which outlined the Shiatsu diploma programs. Page 5 of the catalogue stated that the 540 hour practitioner diploma costs \$4500 plus GST, and the 1125 hour therapist program costs \$9375 plus GST.</p>	<p>\$1,000 per day</p>	<p>Penalty of \$1,000 per day is upheld for the period of March 2, 2010.</p> <p>The balance of evidence available indicates that Institute of Traditional Medicine was advertising an unregistered private career college. The private career college came in to compliance by removing all advertising of Shiatsu programs from its website.</p>
	Total:	\$1,000