

# Ethical Marketing, Advertisement Policy

The Company's strategies are based on a foundational belief that marketing should be honest and that marketers should not take advantage of anyone's personal data. This policy statement lays out the ethical marketing practices The Company follows and the commitments to ensure that our work meets or exceeds the highest ethical standards of our industry.

The Company pledges to not use manipulative patterns or persuasive copy that could confuse and mislead certain users. This includes:

## 1. Honesty In Marketing

- False advertising: exaggerating values and benefits of products and services
- Fake or doctored reviews and testimonials.
- Inflated analytics or results when creating messaging for partners or within our advertising.
- Use of data points in marketing and communications that are not representative of The Company's overall impact.
- Choosing to withhold negative information or data from the public solely to protect The Company's image.
- Using manipulative copy including unrealistic descriptors of the products, services, or impact The Company is promoting.

## 2. Cultural Sensitivity Marketing

- Take steps to avoid any exploitation, appropriation, or stereotyping of underrepresented or oppressed people or groups within marketing content
- Seek feedback on the appropriateness and sensitivity of marketing content via interview and user-testing.
- Arrange and promote ongoing internal training to increase awareness of cultural sensitivity and inclusiveness.

## 3. Email Marketing

- Creating value within any free content (including Videos, blogs, online resources, online classes, social media posts, etc.)
- Considering real people and their interests, and sharing content we feel connects us and is of genuine interest.
- Being PDPA compliant
- Maintaining the trust of email lists by continuing to offer value and restricting messaging to content related to what the original opt-in intent.

## 4. Marketing Practices

- Creating valuable content that people will want to link to
- Proper use of redirects to help users find the right content
- Creating helpful and accessible 404 pages with useful navigation
- Focus on enjoyable experience and value for the user, create content that aligns with purpose
- Consider accessibility by ensuring websites are performant and lightweight.

## 5. Ensuring Accurate Marketing Materials

- All information communicated about student outcomes, endorsements, or any other relevant information must be accurate and verifiable.
- Any projections made must be clearly labeled as such and based on reliable data.
- Information should be communicated in a clear and concise manner, avoiding any exaggeration or misleading language.
- All sources of information should be clearly cited and acknowledged.

## 6. Penalties for Violations

- Any violation of this policy may result in disciplinary action, up to and including termination of employment.
- Any staff who is found to have communicated false or misleading information may be subject to legal action.

## Conclusion:

By adhering to this policy, The Company will promote transparency and accountability in all communications related to student outcomes, endorsements, and other relevant information. This policy will protect the interests of all stakeholders and help to maintain the Company's reputation for integrity and responsibility.