



## Advertising and promotions policy

Document Control - Document Details	
Document Name	Advertising and Promotions Policy
Purpose of Document	Policy and guidelines on advertising or promoting services, products or events from third parties.
Document Version number	2
Document Owner	Jo Godbolt
Prepared by	Jo Godbolt
Document location	T:\0-School Administration\01-College Policies\Approved policies 2018-2019
Date of first draft	1 February 2016
Date Approved	11 February 2019
Approved by	Governing Body
Next scheduled review date	Spring term 2022

Version History		
Version number	Date Approved	Change/Reasons for Change/Comments
1	1 February 2016	
2	11 February 2019	No change to policy.

Distribution list
Governors
Head
Leadership Team



## Advertising and promotions policy

Schools are often seen by other organisations or people as being a channel through which they can promote or advertise their business or event, usually for free. The following is our policy and guidelines on advertising or promoting services, products or events from third parties.

- We accept limited advertising and promotion from third parties under strict guidelines. We only accept advertising in the following categories:
  - From partner organisations such as WSCC, Connexions, the NHS
  - From post-16 schools or colleges advertising events for students and their families
  - Occasionally from local community organisations that share our aims
- The college prefers to work with organisations that share our aims of educating students and preparing them for their future after leaving Oathall.
- We reserve the right to reject, cancel, or remove any advertising or promotion that we believe is incompatible with our organisation and the aims of educating and supporting the entire school community, at any time.
- We also reserve the right to refuse any advertisement we deem competitive or contrary to the best interests of the school.
- The school will not accept advertising that, in our sole opinion, is not in good taste. We will not permit the placement of a) advertising for illegal or objectionable products or services, or b) advertising that is offensive to any individual or group of individuals based on age, colour, national origin, race, religion, sex, sexual orientation, or disability.
- Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency.
- The presence of an advert or promotion at the college or in any school communications does not imply endorsement of the advertised organisation, services or event.
- It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations.
- The school is not responsible for the content or accuracy of third-party advertisements.
- No advertising shall be permitted that may injure the good name or reputation of Oathall.
- The school has sole discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising and promotion at the school and through any communication channels that it uses.