

Global-CPD Responsible Marketing Policy

1. Purpose

The purpose of this policy is to ensure that all marketing and promotional activities undertaken by Global-CPD are ethical, inclusive, accurate, and respectful of the diverse educational communities we serve. Our goal is to build trust with partner institutions, educators, and learners through responsible communication and transparent representation.

2. Scope

This policy applies to:

- All marketing materials (print, digital, web, social media)
- Communications with prospective clients, learners, and stakeholders
- Representations of training programs, outcomes, and certifications
- All staff, trainers, consultants, and third-party partners engaged in promotional activity

3. Core Principles

Global-CPD marketing shall adhere to the following principles:

- **Accuracy:** Claims made in marketing materials must be truthful, evidence-based, and not misleading.
- **Respect:** Content must avoid stereotypes, discrimination, or exploitation.
- **Transparency:** Any fees, eligibility conditions, or certification outcomes must be clearly stated.
- **Inclusivity:** Language and visuals must reflect and respect cultural, gender, and professional diversity.
- **Compliance:** All communications must adhere to GDPR, data protection, copyright, and advertising laws.

4. Approvals and Quality Control

- All official marketing content must be approved by the **Academic Coordinator** or a designated team member.
- Social media communications representing Global-CPD must be pre-scheduled, moderated, or monitored by staff.
- All visual assets (logos, branding, and media) must follow the current Global-CPD style guide.



5. Use of Testimonials and Results

- Testimonials must be authentic, obtained with written consent, and not edited in a way that misrepresents intent.
- Any quoted results or feedback must be based on real data, and references to partner schools or institutions must be authorized.

6. Data and Privacy in Marketing

- Contact information collected through newsletters, landing pages, or inquiries is only used with consent.
- Email campaigns and tracking tools must comply with GDPR and give recipients an opt-out mechanism.
- Global-CPD does not sell, rent, or share contact lists with third parties.

7. Partnerships and Affiliates

- Any co-marketing or promotional efforts with affiliates or partners must reflect the values of Global-CPD.
- Partners must not make unauthorized claims or commitments about Global-CPD programs.

8. Policy Review

This policy is reviewed every **two years** by the Internal Quality Assurance Team or earlier if required by changes in delivery format, technology, or stakeholder needs.

For questions or concerns related to this policy, please contact:

Global-CPD Administrative Office

 Email: support@global-cpd.org

 Website: www.global-cpd.org

Document Control

Policy Title: Responsible Marketing Policy

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Policy Owner: Academic Coordinator, Global-CPD

Approval Authority: Director, Global-CPD

Status: Active

Revision History:

| Version | Date | Author | Description / Changes |
|---------|------------|----------------|---|
| 1.0 | 04.09.2008 | Osman Bedel | Initial policy draft and approval |
| 2.0 | 01.09.2010 | QA Team | Added pre-approval and branding guidelines |
| 3.0 | 03.09.2012 | QA Team | Included third-party and partner responsibilities |
| 4.0 | 02.09.2014 | QA Lead | Added GDPR compliance for email marketing |
| 5.0 | 01.09.2016 | Osman Bedel | Defined testimonial usage and verification procedures |
| 6.0 | 03.09.2018 | QA Team | Aligned with European data protection and IP laws |
| 7.0 | 01.09.2020 | QA Team | Addressed social media and affiliate marketing practices |
| 8.0 | 02.09.2022 | Policy Officer | Updated visual branding compliance measures |
| 9.0 | 04.05.2024 | Osman Bedel | Reformatted and structured as procedure under QA protocol |