



## **Advertising & Marketing Policy**

### **Principles and Processes**

Electus markets and advertises its products and services in an ethical manner.

### **Ethical Marketing Practices:**

Electus will always gain a participant's written permission before using information about that individual in any marketing materials. This is in line with the access and equity policy of the organisation:

- The dignity and privacy of an individual will be respected at all times.
- Respect will be given to the confidentiality of information acquired during the course of operation of the organisation. A participant's written permission will be gained before Electus can use information about that individual in any marketing materials. Staff members will ensure conformity to all relevant privacy legislation.

### **Accurate and Clear Marketing:**

Electus agrees to accurately represent training products and services to prospective clients.

Where advertisements refer to Electus RTO status, the products and services covered by the organisation's scope of registration will be clearly identified. AQTF qualifications will only be advertised if Electus is registered to issue the qualifications.

Advertisements utilised by Electus will identify nationally recognised products separately from courses recognised by other bodies or without recognised status.

The names of training packages, qualifications and/or accredited courses listed in advertising materials utilised by Electus will comply with the names/titles as endorsed by the National Training Framework Committee.