



# **Marketing and Campaigning Policy**

**December 2024**

**Status: Active**

**Review Date: December 2026**

Please note that within this policy, the term 'staff' is used to cover all employees, volunteers, work placement trainees.

**Outline:** This policy covers any marketing and campaigning procedures and policies undertaken by the group and how we market accordingly with UK laws, procedures and how we adhere to media regulators. This policy covers:

- Advertising, both printed and digital.
- All social media and affiliated websites run by the group.
- UK legal framework.
- Adhering to marketing and social media standards set by regulators such as OFCOM, The Advertising Standards Authority (ASA) and the Editors Code of Practice.
- Media Law and GDPR.
- Discounts.

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## 1. What is advertising?

Advertising is techniques and practices used to bring products, services, opinions or causes to public notice to persuade the public to respond in a certain way toward what is advertised. Marketing is the action or business of promoting and selling products or services, advertising is included within this.

## 2. Advertising Codes of Practice

By UK law all advertisements and marketing campaigns must be:

- An accurate description of the product and services.
- Legal
- Decent
- Truthful
- Honest
- Socially Responsible (Not encouraging of illegal, unsafe or anti-social behaviours.)

We adhere to UK advertising law which includes '*The Consumer Protection from Unfair Trading Regulations*', this meaning we cannot mislead or harass consumers by including false or deceptive messages, leaving out important information or using aggressive sales techniques. For more information regarding this please visit: [www.legislation.gov.uk/ukxi/2008/1277/contents/made](http://www.legislation.gov.uk/ukxi/2008/1277/contents/made)

In the UK there are two advertising codes of practice that regulate how businesses advertise. They cover all kinds of promotional communications – A. Non-Broadcast Media, B. Broadcast Media.

The CAP non-broadcast Code is specific to advertisements in the realm of print, online, sales promotions, direct marketing and more. This code specifies standards for honesty and accuracy. Find more information here: <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>

The Broadcast Code covered issues including taste, decency and product placement, and primarily focuses on TV, Radio and other platforms of that nature, however, if the group were to advertise using these facilities or with any third party companies and businesses, they are to follow the Broadcast advertising code (BCAP). Find more information here: <https://www.asa.org.uk/codes-and-rulings/advertising-codes/broadcast-code.html>

In regards to broadcast code, Ofcom oversee anything all broadcasting and are the main authority. Find more information here: <https://www.ofcom.org.uk/tv-radio-and-on-demand/broadcast-codes>

## 3. The Advertising Standards Authority (ASA)

Advertising rules are enforced by the ASA, and any complaints about an advertisement that does not follow broadcast rules, standards or law will be investigated and potentially withdrawn. If the product does not match the description of the advert, prosecution can take place. **A complaint has to be filed within 3 months of the advert appearing.** The Group follows the ASA's advertising guidelines and standards and implements these into their advertising and marketing strategies.

To research or make a complaint to the ASA follow this link: <https://www.asa.org.uk/make-a-complaint.html>

#### 4. Data Protection

The group has existing policies regarding GDPR, a privacy policy and a records policy, copies of which can be requested by emailing [phil.taylor1960@hotmail.co.uk](mailto:phil.taylor1960@hotmail.co.uk)

Within this – all children that attend the nursery settings have permission forms regarding whether they can or cannot be used within marketing or social media images and if a child does **not** have permission given by a parent, they will never appear on any advertisements for our settings. These permissions can be changed at any given time. This is in line with the Editor's Code of Practice. Find out more here: <https://www.ipso.co.uk/editors-code-of-practice/>

#### 5. How do we advertise?

The group advertises both digitally and in print, and sometimes in partnership with third parties. Advertising includes:

- **Print:** leaflets, booklets, posters, printouts, prospectus, membership cards, banners.
- **Digital:** social media (company affiliated), websites, emails, search, display, video marketing and any broadcast media.
- **Third parties:** Third parties include anyone we may have worked/will work with in the future, past or present, this may include radio spots, charities, local newspapers, events, businesses and more.

The group uses social media and their affiliated websites as to advertise and market their respective resources in a true, honest, and legal way. All social media may be used to advertise the groups facilities, and any marketing deals we may have running at the time. Please refer to our Discounts Term and conditions below.

The group may use print advertising and marketing and will follow code of conducts and British law to ensure the legality of all advertisements and facilities, with true and honest information given. Third parties will be made aware of our affiliations and will only go forward with campaigns if they follow all broadcast rules and procedures, any false information given by third parties we are not held accountable for.

#### 6. Promotional Discount

For any information regarding any promotional discounts please refer to our full standard terms and conditions.