



# **Ethical Marketing Policy**

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Care International Academy has an ethical policy that is aimed at:

- It protects the reputation of the Academy.
- Ethical policies can be powerful marketing tool.
- It helps ensure the Academy complies with existing laws and is able to anticipate future changes in it.
- It sets the tone for the Academy, improves professional standards and makes sure that it is in tune with the community.
- By voluntarily complying with higher standards, Academy's can avoid laws being imposed.

## **OUR STUDENTS**

We are fair and honest in our dealings with our students and committed to deliver high standards of service, quality and value. All marketing activity is undertaken in a way that recognises the responsibility we have to our students. Any claims made about the courses and the Academy are truthful, accurate, well substantiated and comply with relevant regulations.

Our policies relate to the guidelines issued by the governing bodies, UK Visas and Immigration, DfES, British Council, ASIC, UKCISA.

We are committed to continually innovate and develop our courses to ensure that we meet the changing taste in educational demand. We will continue to extend our range of courses as requested by the students.

Any student information provided to us in the course of our business is treated with the utmost confidentiality. It is a disciplinary offence to divulge confidential information to a third party.

Any comments or claims from our students will be handled promptly and constructively.

## **LEGAL AND REGULATORY COMPLIANCE**

We conduct our business in compliance with the laws and regulations of the countries in which we operate and are committed to free and open competition complying with all competition and anti-trust laws wherever we operate.

All information about our dealings and relationships with agents is confidential.

**N.B.- Whilst care has been taken to ensure the accuracy of information included, this is not legal document and the Academy does not accept liability for errors or omissions. The document sets out a policy, which the Academy is seeking to achieve.**

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