

Supplier Publicity Policy

Metadata Training

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1. Publicity Policy

Publicity material is defined as any communication electronic, paper or otherwise whose purpose is primarily to inform, promote and engage, this may be related to an event or course or any other service. Mailing lists, websites and social media presence are all included, as are marketing material provided at our training venue.

No unauthorised publicity material should be distributed to the public. Publicity is authorised by the Marketing Director.

2. Rules on publicity material

Those authorising any publicity material should ensure they adhere to the following rules, and apply them appropriately:

1. Display the time, date and location of the course, event or service if applicable. If the material relates to a promotion an expiry date no later than 1 month must be visible.
2. Not contain any offensive language, including implied offensive language.
3. All content needs to be approved by the Marketing Director or the person responsible for the content before it is being published.
4. Any materials like videos, reviews, case studies provided by a company are not going to be used in marketing material or online unless they are approved by the relevant person within the company.
5. Any materials like videos, feedback or case studies provided by an individual should not be used in marketing materials and promotions unless we have the approval of the individual.
6. Only those authorised to post promotional content on social media will have access to this account.
7. The publicity material should not contain any offensive language, including implied offensive language.
8. Not contain material that contravenes any UK or EU law.
9. Indicate that a course is likely not to take place if a minimum number of delegates is not reached or other limiting criteria are not met.
10. Videos and images distributed online on the Metadata Training website and on any social media accounts should be branded with the Metadata Training logo.

11. This policy is available to all staff, students, collaborative partners and the general public via the Metadata Training website.
12. This policy will be distributed to all staff, trainers, supplier and partners that metadata Training works and collaborates with.
13. This policy is reviewed any every 3 years.