



ALTAMIRA
INTERNATIONAL SCHOOL

ETHICAL MARKETING AND COMMUNICATION PRACTICES

2023 - 2024

HANDBOOK

AIS



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Purpose

At our organization, we hold ourselves to the highest standards of ethical conduct in all our communications. Our commitment to **transparency, honesty, and** cultivating an environment where active participation and open communication are fundamental to the success and continuous development of our education to understand their roles and responsibilities in facilitating stakeholder participation, as well as to receive guidance on effective communication and collaboration strategies. We hold calls, meetings, and school. Collaboration with these institutions strengthens our educational bonds and promotes the exchange of knowledge and resources.

1. Clear Statements in Advertising:

- We ensure that every statement made in our advertising materials is accurate, verifiable, and free from ambiguity.
- Prior to publication, all advertising content undergoes rigorous scrutiny by multiple team members to confirm its factual accuracy and compliance with relevant regulations.

2. Disclosure of Product Information:

- It is our responsibility to provide potential customers with comprehensive and accurate information about the products or services we offer.
- Whether it's through printed materials, digital platforms, or in-person interactions, we strive to communicate the features, benefits, and limitations of our offerings transparently and effectively.

3. Transparent Privacy Policies:

- Respecting the privacy of our customers is paramount. We are committed to informing them about how their personal information is collected, used, and shared.
- Our privacy policies are clearly outlined in documents such as enrollment contracts, which are reviewed annually to ensure compliance with evolving data protection laws and regulations.



4. Responsible Data Usage:

- We recognize the importance of handling customer data ethically and legally. Any data collected is used only for legitimate purposes and in accordance with established privacy policies.
- By obtaining consent and providing clear opt-out options, we empower customers to make informed decisions about the use of their personal information.

5. Honest Reviews and Testimonials:

- Authenticity is key when it comes to customer testimonials and reviews. We refrain from manipulating or falsifying feedback to maintain trust and credibility.
- Through video testimonials and written reviews, we highlight genuine customer experiences, ensuring that their voices are accurately represented.

6. Price Transparency:

- Customers deserve to know exactly what they're paying for. Our pricing information is presented clearly and comprehensively, including any applicable taxes or additional fees.
- Whether it's on our website, social media channels, or e-commerce platforms, we strive to provide complete transparency regarding the cost of our products and services.

7. Accurate Information on Social Media:

- Social media has become a powerful tool for communication, but with that power comes responsibility. We take great care to verify the accuracy of information shared on our social media channels before dissemination.
- Our communication team undergoes thorough fact-checking processes to ensure that only reliable and truthful content is published, helping to mitigate the spread of misinformation.



8. Open Communication in Crisis:

- During times of crisis or uncertainty, maintaining open and transparent communication is crucial. We believe in proactively addressing issues that may impact our customers or the public.
- Official communications, issued by our dedicated communication department, provide timely updates and transparent insights into how we are addressing challenges and mitigating risks.

9. Fact-Checking:

- Accuracy is non-negotiable when it comes to data and statistics used in our communications and marketing materials. We employ stringent fact-checking procedures to verify the validity of all information before dissemination.
- By cross-referencing multiple sources and consulting subject matter experts where necessary, we ensure that our communications are founded on accurate and reliable data.

These policies and practices serve as the cornerstone of our commitment to ethical communication, guiding our actions and decisions as we strive to uphold the trust and confidence of our customers and stakeholders.