

Responsible Marketing Policy

1. Introduction

At Corndel, we are committed to marketing with integrity, transparency, and respect for our customers, communities, and stakeholders. This Responsible Marketing Policy guides our marketing practices to maintain ethical and professional integrity in all engagements, promoting honesty, inclusivity, and social responsibility in everything we do.

All employees involved in marketing are responsible for adhering to this policy, ensuring ethical marketing remains central to our brand identity.

2. Ethical Conduct

Truthfulness and Accuracy

We ensure that all marketing communications - advertisements, promotions, and content - are truthful, accurate, and never misleading. We fact-check all marketing content and avoid exaggerations or misleading comparisons with competitors. We do not engage in greenwashing, deceptive pricing, or ambiguous terms that may mislead customers.

Honesty and Transparency

We commit to transparency in all marketing practices, clearly disclosing essential information about our products, services, pricing, and terms and conditions.

Respect for Consumer Rights

We respect consumer rights, including privacy, choice, and fair treatment. We obtain clear, informed consent before collecting any personal data and provide easy options to opt out of communications. We also honour customer preferences regarding marketing communications.

3. Social Responsibility

Inclusive Marketing

We are committed to creating marketing materials and campaigns that are diverse, inclusive, and representative of all communities. We actively avoid stereotypes and discrimination, ensuring our content aligns with the principles in our Equality, Diversity, and Inclusion Policy. Our marketing undergoes regular inclusivity reviews to ensure we represent diverse communities fairly and respectfully.

Community Engagement

We are committed to supporting national and local initiatives that promote equity, diversity, inclusion (EDI), and social mobility. Through our marketing activity, we collaborate with community organisations, participate in charitable programmes, and support events that align with our values. A key focus is on championing apprenticeships as a meaningful way to remove barriers to education and widen participation, both within our organisation and through partnerships with clients.

Advocating for Social Good

Our campaigns are purpose-driven and designed to create positive societal impact. We actively promote causes such as sustainability and inclusive access to education. By partnering with like-minded organisations and integrating messaging that reflects our values, we aim to contribute to a more equitable and sustainable future. Our digital-first approach also supports environmental sustainability through naturally low-carbon operations.

4. Data Privacy and Security

Protection of Personal Information

We prioritise the privacy and security of customer data in all marketing activities. We comply with all applicable data protection laws and implement strict safeguards to protect personal information, as outlined in our Data Protection Policy.

Transparency in Data Practices

We are transparent about how we collect, use, and share customer data. We ensure our data policies are easily accessible, written in plain language, and proactively communicated to customers. We also give customers control over their personal information, as detailed in the Corndel Privacy Policy for Learners and Clients.

Responsible Data Use

We use customer data solely for legitimate business purposes and do not engage in unethical or intrusive marketing practices, such as spamming or unauthorised data sharing. We conduct regular data audits to ensure compliance with evolving privacy laws and best practices.

5. Compliance and Accountability

Adherence to Laws and Regulations

We comply with all applicable laws, regulations, and industry standards governing marketing practices, including advertising regulations, consumer protection laws, and data privacy requirements.

Internal Oversight and Responsibility

We have robust internal processes to monitor and enforce compliance with this Responsible Marketing Policy. All marketing employees receive mandatory training on ethical marketing practices, with adherence tracked. We have a clear process for reporting and addressing breaches of this policy, ensuring accountability at all levels

6. Continuous Improvement:

Feedback and Evaluation

We actively seek feedback from stakeholders - including customers, employees, and regulatory bodies - to refine our marketing practices, identify areas for improvement and proactively address emerging ethical challenges in marketing. We establish regular review cycles and feedback mechanisms to continuously improve our responsible marketing approach.

Training and Development

We provide ongoing training and resources to ensure our marketing teams understand and apply responsible marketing principles and best practices.

Innovation and Adaptation

We embrace innovation while upholding responsible marketing values. As we adopt new technologies and channels, we ensure alignment with our ethical standards, business objectives, and Sustainability Policy.

Policy Implementation

This policy will be communicated to all employees, contractors, and partners involved in marketing activities. We will provide training and resources to support compliance and conduct regular monitoring to maintain effectiveness.

Review and Continuous Enhancement

We will review this policy regularly to keep pace with evolving best practices, regulatory changes, and stakeholder expectations. Updates will be made as needed to strengthen our commitment to responsible marketing.

By adhering to this Responsible Marketing Policy, Corndel aims to foster trust, enhance brand reputation, and contribute positively to society while achieving its business goals.

7. Associated Policies

These policies are regularly reviewed to ensure they align with our commitment to responsible marketing:

1. Data Protection Policy
2. Corndel Privacy Policy for Learners and Clients
3. Data Retention Policy
4. Equality Diversity and Inclusion Policy
5. Sustainability Policy

Document Approval

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