

Advertising Policy

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Date	Version	Reason for change	Overview of Changes made	Source
13.05.21	1.1	Scheduled Internal Lead Review	Update to logo and name. J Bowman	Original TSSMAT policy
09.07.21	1.2	Scheduled Board Lead Review	No Changes. P Lovern	
09.07.21	1.0	Scheduled Board review	Ratified	

Advertising Policy

The Staffordshire Schools Multi Academy Trust's mission is to advance the education of the pupils of the Trust by providing and assisting in the provision of facilities for education.

We accept advertising to support our mission. This policy has been established by the Trust to govern advertising on its websites, school notice boards, school communications, and the provision of advertising material sent home with pupils.

For these purposes, "Advertising and Advertisements" mean all forms of advertising and sponsorships for which the Trust receives compensation, including banner, badge, and contextual advertising, sponsored content, and promotions.

The Trust has sole discretion to determine the types of Advertising that will be accepted.

The Trust does not review or endorse any products or services that are advertised through the Trust. In no event shall the Trust's acceptance of any Advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.

The Trust will not accept Advertising that, in the Trust's opinion, is not factually accurate. In addition, Advertising must not contain false or misleading claims, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation, or handicap.

The Trust will not accept Advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency event. Advertising also must not promote products that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office, or make health claims that are not adequately substantiated.

No Advertising shall be permitted which may injure the good name or reputation of the Trust or its schools.

The Trust reserves the right to reject, cancel, recall, or remove at any time any Advertising from schools for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising.

The Trust assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if the Trust becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, the Trust may recall or remove the Advertising.

The Trust will not advertise companies, products or services on its websites.

The Trust will not advertise companies, products or services on its school notice boards, or in school correspondence.

Outside providers may be referred to in school correspondences if the Trust has worked with the providers for the benefit of pupils.

Leaflets may be sent home to parents providing information on activities, services or products relating to children, if the provider is a registered charity.

Communications related to the PTA, as well as organisations who have freely given their time to Trust activities, are exempted from this policy due to the direct nature of their involvement in/with the Trust. This exemption also extends to sponsorship of fundraising initiatives organised by the PTA by parties external to the Trust. However, any advertising undertaken by these parties must still fall within the Trust guidelines, as outlined above.

All other advertising material provided to parents will be charged to the advertiser at a cost of £1 per child receiving. Payment will be due before distribution.

The Trust has sole discretion with respect to interpretation of this policy and all other issues associated with Advertising within the Trust.

The Trust may change this policy at any time in its sole discretion.