

Advertising Policy

SMART AWARDS
BEECHWOOD HOUSE, TANNERS LANE, BERKSWELL, COVENTRY CV7 7DA

Advertising Policy



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1. Introduction

This policy is to support internal and external customers with guidance when advertising End Point Assessment (EPA) products and services with Smart Awards. This Smart Awards policy, unless otherwise apparent from the context, includes advertising on the Smart Awards website and any of its materials.

2. General Approach

Smart Awards looks to maximise revenue from advertising and therefore, wherever possible, will advertise its EPA services. Smart Awards accepts no liability for any loss or damage arising out of or in connection to any EPA advertisement.

3. Prohibited Products, Services and Advertisers

All advertisers must comply with controls put in place by the ASA (Advertising Standards Authority) which is an independent body set up by the advertising industry to police the rules laid down in advertising codes. The ASA works to ensure that all advertisements are legal, decent, honest and truthful. Smart Awards will advertise and promote the use of its EPA services to its customers in line with the ASA codes of practice.

4. Style and Content of Advertising

Smart Awards has an open approach to styles of advertising. We will not mislead apprentices, employers or providers by miss advertisement. Smart Awards does not permit advertising which could reasonably be construed as being either:

- directly or indirectly sexual in nature and/or which features partial or complete nudity and/or which appears to promote or give undue publicity to illegal or inappropriate behaviour or lifestyles.
- Special or political material which is contentious or which conflicts with the Smart Awards policies, values or statutory obligations (for example, equalities legislation)

Smart Awards will approach apparent humour in submitted advertising with the utmost caution since humour can sometimes directly or indirectly be seen as mocking specific groups of individuals or potentially poking fun at particular types of individuals or their behaviour or in relation to various situations. However, Smart Awards will permit 'innocent humour', providing Smart Awards considers there is no likely innuendo or subtext which might cause offence.

Where an image or text is used that make any individual(s) recognizable, consent must be obtained from those individuals who must also understand that they may withdraw their consent at any time