

## **ETHICAL MARKETING POLICY**

European University Cyprus (EUC) is a trustworthy institution operating lawfully, ethically and with integrity. We comply with all relevant laws and regulations, including but not limited to, those pertaining to advertising and marketing.

Our Ethical Marketing Policy underlines our core values of honesty, truthfulness and transparency when we market our institution and communicate with stakeholders.

### **We are committed to honesty in marketing**

Our marketing team consists of ethical marketers who follow EUC's values and pledge to be honest, decent and transparent in all communications and campaigns. We pledge never to mislead prospects, students, associates, suppliers or any other stakeholders, and to substantiate all communication with verifiable facts at the time of publication. The principles of decency, honesty and truthfulness are strict criteria to be met for every campaign, communication and marketing activity. Our marketers proofread and are encouraged to request feedback if they are unsure about any of their content, strategy or actions.

### **We tell the truth about our social and environmental impact**

We commit to rejecting the practicing of impact-washing about our sponsorships and social and environmental activities in order to demonstrate positive social or environmental impact. We will not exaggerate the impact of our ESG policy and initiatives in order to gain a marketing advantage or distract from any other outcomes of our business. We share accurate information about the specific groups that have benefited from our ESG actions, as well as our environmental and social policies.

### **We are committed to diversity and inclusion**

We carefully consider the language and imagery of our communications and campaigns. We honour diversity and inclusion throughout the university, and this is reflected in our sustainability policy. We respect human dignity and do not discriminate against people, exploit stereotypical images or use words or phrases that foster prejudices or biases.

### **We are responsible and fair to competitors**

Whatever the nature of the activity, medium or technology, responsibility is shared by all parties concerned, commensurate with their respective role in the process and within the limits of their respective functions. We are fair to our competitors. Our communications do not denigrate or ridicule competitors or their products, other firms, organisations or persons. We do not make unjustifiable use of the name, logo or trademark of another firm or institution, and do not take undue advantage of the goodwill belonging to others.

### **We are committed to permission-based email marketing**

If we use email marketing, we commit to ensuring that all recipients have opted in or provided permission to receive marketing messages from our institution

Any content shared will focus on providing value to the recipient, including blogs and online resources.

### **We are committed to ‘white hat’ search engine optimisation**

We follow practices for SEO and content marketing that adhere to search engines’ guidelines and promote organic results generation, including

- User first focus—creating content that communicates our mission and provides value for users
- Valuable content posting that people want to link to, building organic links
- PR and collaborations that are based on shared values to build links
- User-friendly redirects that help users find the right content

### **We protect data and privacy**

We are committed to being GDPR compliant. When collecting and handling personal data, we respect and protect their privacy by complying with relevant rules and regulations. You may view our Privacy Policy [here](#). Our Compliance Officer is responsible to investigate and make recommendations within reasonable time for any complaints or questions about our privacy and data protection policy.

### **We update and review**

We stay updated with changes in the law and regulations. We will continue to review our Ethical Marketing Policy to ensure that it will always be compliant as a result of social, economic, technological and other changes.