

# **ETHICAL MARKETING & STUDENT RECRUITMENT PRACTICES POLICY**

## **CrownEd Recruitment Services**

**Effective Date:** May 2026

**Version:** 1.0

### **1. Policy Statement**

CrownEd Recruitment Services (“CrownEd”, “we”, “our”, or “us”) is committed to conducting all marketing, advertising, and student recruitment activities ethically, transparently, responsibly, and in compliance with applicable UK laws, regulatory standards, and partner institution requirements.

### **2. Purpose of This Policy**

This policy is designed to promote honest and responsible student recruitment, ensure transparency in marketing communications, protect students from misleading information, and maintain trust with educational institutions and partners.

### **3. Scope**

This policy applies to all CrownEd staff and representatives, social media marketing activities, digital advertising and promotional campaigns, student recruitment communications, and third-party marketers acting on behalf of CrownEd.

### **4. Ethical Marketing Principles**

**Accuracy & Honesty:** We provide accurate and up-to-date information and avoid false or misleading claims.

**Transparency:** We clearly explain our services and relationships with educational institutions.

**Fair Representation:** We do not guarantee admissions, visas, funding, or employment outcomes.

**Respectful Communication:** We communicate professionally and respectfully at all times.

### **5. Advertising & Promotional Standards**

All advertisements and promotional materials must be truthful, factually accurate, and compliant with UK advertising and consumer protection standards.

### **6. Student Data & Marketing Consent**

CrownEd obtains appropriate consent before sending marketing communications and protects personal information in accordance with UK GDPR.

### **7. Social Media Conduct**

CrownEd maintains professional communication across social media platforms and avoids misleading recruitment practices.

### **8. Monitoring & Compliance**

CrownEd reserves the right to monitor marketing activities to ensure compliance with this policy and institutional requirements.

### **9. Policy Review**

This policy will be reviewed periodically to ensure ongoing compliance and best practice standards.

### **10. Contact Information**

CrownEd Recruitment Services

Email: [admissions@crownedglobal.co](mailto:admissions@crownedglobal.co)

Phone: +44 7345 003430

### **Declaration**

CrownEd Recruitment Services is committed to ethical, transparent, and responsible marketing practices that support informed student decision-making and maintain the integrity of educational recruitment.

Authorised Representative: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_