

MARKETING POLICY

May 2018

Introduction

Responsible advertising and marketing communications, based on widely supported self regulatory codes of conduct, are an expression of the business community's recognition of its social obligations. The fundamental value of self-regulation lies in its ability to create, enhance and preserve consumer trust and confidence in the business communities behind it, and thereby in the marketplace itself.

A systemic policy ensures that every part of the organisation is onboard and promoting the organisation in a consistent manner. A consistent image is what makes people remember you, branding defines the organisation to the outside world.

Marketing across the RE Resource Group, Ambrose and Safehands will ensure the business is recognised fully for the quality of its candidates and service offering. We will put our customers first and address their wants and needs, and underpin decisions with a strong evidence base.

Our Marketing Strategy will be market-informed, rather than purely market-led, delivered in partnership between faculties and professional services and, through continuous improvement and enhancement, marketing will support the realisation of our ambitions.

RE Resource Group, Ambrose and Safehands are committed to the responsible marketing of our products and services. The brands that are included in this policy are: Ambrose Recruitment & Ambrose Education.

The goal of this policy is to:

- Promote RE Resource Group, Ambrose and Safehands mission, goals and core values
- Expand public awareness and visibility
- Develop positive public perceptions
- Drive marketing initiatives

Consistency in

- The RE Resource Group, Ambrose and Safehands name
- The Brandmark (logo)
- Typography
- Images / Photography
- Signage

Current communication channels:

- RE Resource Group, Ambrose and Safehands website
- Social Media (Facebook, Twitter, blogs, LinkedIn, Google listings)
- Brochures, Capability Statements, Flyers
- Email
- Merchandise
- Sponsorship
- Advertising
- Press releases, adverts
- Hospitality events
- Seminars
- AGM

Direct Marketing

- Obtaining consent for marketing
- We use opt-in boxes
- We specify methods of communication (eg by email, text, phone, recorded call, post)
- We ask for consent to pass details to third parties for marketing and name those third parties
- We record when and how we got consent, and exactly what it covers
- We do not buy in lists of data

Marketing by mail

- We have screened the names and addresses against the Mail Preference Service
- The individuals on the list have at least given a general statement that they are happy to receive marketing from us
- Where the individuals haven't given specific consent, marketing is consistent with context in which the information was provided and concerns a similar product, service or ideal

Live calls

- We screen the numbers against the Telephone Preference Service (TPS) (or for corporate subscribers the Corporate Telephone Preference Service (CTPS))
- We keep our own do-not-call list of anyone who says they don't want our calls
- We screen against our do-not-call list
- We display our number to the person we're calling.
- We do not make automated calls

Marketing by email

- We only text or email with opt-in consent (unless contacting previous customers about our own similar products, and we offered them an opt-out when they gave their details)
- We offer an opt-out (by reply or unsubscribe link)
- We keep a list of anyone who opts out
- We screen against our opt-out list.
- We do not send marketing communications by text or fax

Basic principles

All marketing communications will be legal, decent, honest and truthful. All marketing communications will be prepared with a due sense of social and professional responsibility and will conform to the principles of fair competition, as generally accepted in business.

GDPR Complaint

Our marketing policy has been written in line with GDPR requirements. We aim to be transparent with the data we hold and how we use it. All our policies can be found on the following websites:

<https://www.ambroseeducation.co.uk/policies-reports/>

<https://www.ambroserecruitment.co.uk/reportspolicies/>

<https://www.reresourcegroup.co.uk/reports-polices-statements/>

<https://www.safehandsrecruitment.co.uk/policies-reports-docs/>

Honesty

Marketing communications will be so framed as not to abuse the trust of consumers or exploit their lack of experience or knowledge. Relevant factors likely to affect consumers' decisions should be communicated in such a way and at such a time that consumers can take them into account.

Social Responsibility

Marketing communications will always respect human dignity and will not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation. Marketing communications will not without justifiable reason play on fear or exploit misfortune or suffering. Marketing communications will not appear to condone or incite violent, unlawful or anti-social behaviour. Marketing communications should not play on superstition.

Truthfulness

Marketing communications will be truthful and not misleading.