




Marketing and Communication Policy

COVER SHEET

Document Control

Document Title	Marketing and Communication Policy
Document Owner	Managing Director (Idalina De Jesus)
Latest Review Date	29.06.22
Review Period (annual, quarterly etc)	Every six months
Next Planned Review Date	03.02.23
Status of this version	Reviewed and updated in June 2022

Version History

Version Date	Version Number	Comments	Reviewer	Approved by	Date Approved	Approver Signature
Jan 21	1		Head of Apprenticeships (Cheryl Woods)	CEO (Ritchie Mehta)	Jan 21	 <small>Ritchie Mehta (Jul 7, 2022 16:19 GMT+1)</small>
29.06.22	2		Quality Manager (Jane Richardson)	Managing Director (Idalina De Jesus)	29.06.22	 <small>Idalina De Jesus (Jul 1, 2022 09:25 GMT+1)</small>

Location: C:\Users\Jane\School of Marketing Dropbox\Policies\Policies and Procedures\AGREED POLICIES

Scope

In order for **School of Marketing** to provide you with an incredible learning experience, we may from time to time use your personal information (phone number, email address, home address and full name) to:

- Send you learning resources, gifts and marketing materials to support your learning journey via the post or email. In some circumstances this will mean using your full name, home address or email address to do so, and sometimes sharing this information with third parties if necessary.
- Update you of any changes to your apprenticeship sessions, send useful online resources and discuss ideas via a (a) Whatsapp chat. This will mean using your phone number, which will be visible to other apprentices in your cohort and members of School of Marketing that will be in the group chat to monitor conversations. You can read Whatsapp's privacy policy [here](#).

We are committed to ensure that any personal information you provide is handled fairly and confidentially and in accordance with Data Protection legislation (GDPR)



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