



1. INTRODUCTION

EFIA recognizes that marketing is an integral part of building trust, transparency, and reputation within the educational community. This policy ensures that all marketing and promotional materials reflect EFIA's authentic identity, its CBSE curriculum, and the diversity of its student body.

2. PURPOSE

- To ensure all EFIA marketing materials are accurate, ethical, and up-to-date.
- To safeguard EFIA's reputation by maintaining alignment with ADEK's policies, especially the Cultural Consideration and Values & Ethics frameworks.
- To promote data-driven, inclusive, and transparent communication about EFIA's programs, facilities, and achievements.
- To guide staff in the responsible use of all communication and promotional platforms.

3. MARKETING STANDARDS

3.1 Accuracy and Ethics

- All marketing information shall be **factual, current, and verifiable**.
- No material shall **mislead** stakeholders regarding facilities, curriculum, inspection ratings, or achievements.
- All depictions (images, testimonials, data) shall accurately reflect EFIA's environment and community.

3.2 Content Requirements

- Display **EFIA's full name and registration number**.
- Reflect ADEK-approved **curriculum, programs, and activities**.
- Be **culturally respectful**, avoiding any imagery or language inconsistent with UAE traditions or ADEK's Cultural Consideration Policy.
- Clearly mention data sources

4. Social Media and Digital Conduct

EFIA's official social media accounts shall:

- Only publish **school-approved content**.
- Follows Privacy protocol and refrain from posting **students' photos or names** without prior written parental consent.
- Represent **student diversity, inclusion, and wellbeing** in line with ADEK's Inclusion Policy.
- Not endorse or advertise third-party products, services, or commercial brands



5. REVIEW AND CONTINUOUS IMPROVEMENT

- The EFIA Marketing Policy shall be reviewed annually by the Marketing Team
- Updates will be approved by the **Governing Board** to ensure continued alignment with ADEK's most recent policy revisions.
- Feedback from staff, parents, and students will be incorporated to ensure transparency and relevance.

6. APPROVAL PROCESS FOR MARKETING MATERIALS

EFIA Marketing Approval Workflow



7. CONCLUSION

EFIA is committed to maintaining ethical, inclusive, and responsible marketing practices that uphold the values of **honesty, cultural respect, and educational excellence**. Through transparent communication, EFIA ensures that all representations of the school whether digital or printed reflect the true spirit of its community and the integrity of education

8. POLICY REVIEW & APPROVAL

This Policy is subject to changes as per the school and UAE law and revised version will be submitted for approval as per the process

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Principal