

## GUIDELINES for Advertising and Marketing

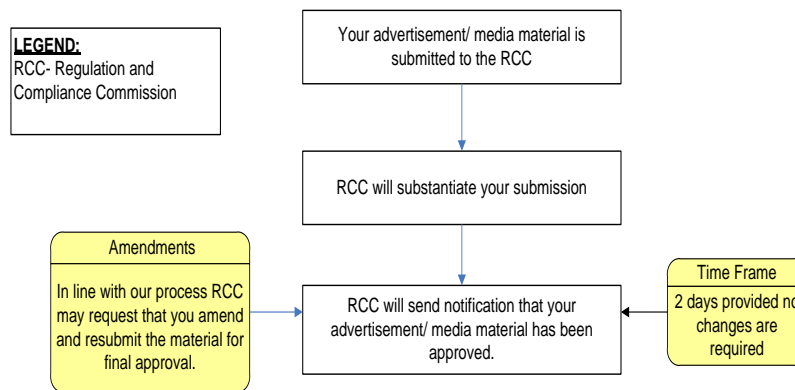
The Knowledge and Human Development Authority (KHDA) is responsible for the future growth, direction and quality of education and learning in Dubai. KHDA envisions lifelong learning to fulfill Dubai's aspirations.

The Regulations and Compliance Commission (RCC) of KHDA plays both a regulatory and supportive role. Besides being the first point of contact for education providers and students, RCC has a host of responsibilities including approval of all advertisement and marketing material released by educational providers in the Emirate of Dubai.

RCC has undertaken the publishing of these guidelines in line with its responsibility towards the students and residents of Dubai. These guidelines have been put in place to ensure that **all** published media-related information is prepared responsibly and is not misleading in any way. As per Article 27 of KHDA's Resolution No.1, all educational providers are obliged to seek KHDA's approval for all advertisements and marketing material before they are published.

RCC would like to share the framework that is being used in order to provide a better understanding of what we are seeking to substantiate when we review your media and marketing-related materials. We are keen that education providers understand this beforehand to ensure the entire approval process is smooth and effortless.

### Review process



To ensure that your submissions are approved in an efficient and timely manner, we ask that all advertisements be submitted as early as possible. Please ensure that the RCC has two working days in which to review and approve your material. Provided no amendments are required, approvals should take no longer than two working days.

Advertising materials for the different education segments (i.e. schools, training institutes and higher education establishments) should be sent to the nominated contact points within each department. In case you are unsure of the contact person for your educational institution, you may send your submissions to [rcc@khda.gov.ae](mailto:rcc@khda.gov.ae)

## Format and mode of submission

### Printed Advertisements

All advertisements should be submitted to RCC as a soft copy attachment in an email. Advertisements should not be pasted into emails.

### Radio/Television/ Multimedia Advertisements

Advertisements should be submitted to RCC in the form of a transcript, accompanied by an attachment of the final advertisement.

Email and mobile marketing communications should contain the full name of the educational institution and a valid address to which recipients can send opt-out requests.

## Framework for approving advertisements

### General points

- a. All material, irrespective of whether it mentions, implies or refers to either KHDA or the KHDA-Educational Services Permit, must be approved before it is published.
- b. All material should include the name of the educational institution and/or its logo.
- c. KHDA will check all types of advertisements/media material, including, but not limited to, the following
  - Advertisements in newspapers, magazines, brochures, leaflets, circulars, mailings, e-mails, text transmissions, fax transmissions, catalogues, and other electronic and printed material including the website of the educational institution and other websites
  - Posters and other promotional media in public places, including moving images
  - Cinema and video commercials
  - Advertisements in non-broadcast electronic media, including online advertisements (i.e. banner and pop-up advertisements).
  - Sales promotions
  - Advertisement Promotions
  - Broadcast commercials
  - Television commercials
  - Press releases and PR-related material

## The Content of the Material

### Accuracy

- a. All published material should be legal, decent, honest and truthful and should be prepared with a sense of responsibility towards Dubai's society.
- b. No advertisements/media-related material should be misleading in any way.
- c. If circumstances of an educational institution change in a way that renders an approved advertisement misleading, all affected advertisements must be amended or removed without delay.
- d. Educational institutions that are owned/in partnership with/managed by another educational institution should ensure that their advertisements clearly explain all links between the institutions.

- e. The responsibility for the correctness of all details mentioned in the material lies with the institution itself. This includes, but is not limited to, address, phone number, email and other information relating to the institution.

### **Claims, Testimonials and Endorsements**

- a. Educational institutions must provide evidence for any claims (direct or implied) that are made within the advertisement/media-related material (awards, rankings, acknowledgements and collaborations). The adequacy of evidence will be judged on whether it supports both the detailed claims and the overall impression created by the advertisement.
- b. Claims such as awards, rankings acknowledgments and collaborations should include the dates and timelines for the same.
- c. Comparative claims are permitted in the interest of competition, public information and creativity. However, disparaging comments or claims that discredit or unfairly attack another educational institution will not be approved. All comparative claims must be substantiated and should not mislead the public.
- d. Educational institutions who wish to include testimonials in their advertisements must produce evidence that they have been given permission to do so.
- e. Testimonials alone cannot be depicted as absolute truth. Where necessary, testimonials should be supported by independent evidence of their accuracy.
- f. Educational institutions should not display a trust mark, quality mark or equivalent without having obtained the required permissions. Educational institutions must not claim that they, or any other entity that features in their advertisements, have been approved, endorsed or authorised by a public or private body unless properly authorised to do so.
- g. Schools may share their final school performance reports from the Dubai School Inspection Bureau (DSIB) with the community through their website and other communications. However, schools may use the final DSIB overall performance rating in commercial advertisements for student enrolment only after all school inspection reports have been published on the KHDA website.

### **Imitation**

- a. No marketing should so closely resemble any other that it misleads or causes confusion to the general public.
- b. The name and logo should clearly represent the educational institution.

### **Programmes/Courses/Curriculums**

- a. The advertisements/media materials should publicise accredited and approved courses/programmes/curricula that are offered in Dubai and approved by KHDA.
- b. Requests to publicise programmes/courses/curricula which have not been approved by KHDA will be dealt with on a case-by-case basis.\*

### **Competitions**

Competitions that result in give-aways, benefits or lifestyle-related gifts cannot be used to encourage students to register with an educational institution. KHDA does not permit any raffle, schemes or draws in any form that directly encourage students to register with the educational institution. This excludes scholarships and other financial aids.

## Premises

Student enrolment advertisements of educational institutions (new or existing) whose premises are under construction and/or not yet ready for occupation for any reason, must include this information in their advertisement/media material with a likely date for commencing operations. In the event the premises are not ready on the advertised date, the institutions in question must also have in place provisions for all students enrolled. These provisions must be mentioned in the advertisement.

## Language

- a. The language in the material should not be offensive in any way.
- b. The language should be appropriate, clear and state the intention of the educational institution without any ambiguity. All communication channels should be clearly specified within the given material.
- c. KHDA reserves the right to identify and challenge any text that appears excessively long, obscure or complex.
- d. If the material contains unfamiliar words, jargon, legal words, abbreviations, long words and proper nouns that are not recognisable, KHDA may request that the institution replaces or clarifies these terms to ensure that the public understands the advertisement.
- e. In cases where KHDA requests that certain words or phrases be removed or reworded, care should be taken to ensure the removal of individual words does not cause the overall text to become fragmented and difficult to read.
- f. The material should not violate or contravene the principles of Islam, the national identity of the United Arab Emirates or the culture prevalent in the country and region.
- g. The advertisement should not be racist or adversely target any community or nationality living in the United Arab Emirates.

## Legality

- a. Educational institutions have primary responsibility for ensuring that their advertisements are legal. All advertisements should comply with the laws of Dubai and the United Arab Emirates, and should not incite anyone to break them.
- b. Advertisements should not violate the laws of Dubai or the United Arab Emirates or any laws, resolutions, policies or orders implemented by KHDA from time to time.
- c. All advertisement approvals are valid for three months.
- d. KHDA reserves the right to request changes and insert disclaimers in advertisements/media material as and when necessary.

## Non-adherence

Any violation of Article 27 of KHDA's Resolution No. 1 may result in the following action:

- Withdrawal of the advertisement
- Withdrawal and replacement of the advertisement, notifying the public that you have previously released an advertisement that was misleading and has now been replaced
- Ban on advertisements for a length of time decided and specified by KHDA
- Any other measures deemed necessary by the Authority
- Where KHDA publishes an advertisement on behalf of an institution, any costs incurred will be the responsibility of the educational institution.

**\*Notes\***

The following is applicable only to **Higher Education Providers**:

**Advertisement of programmes not approved by KHDA's University Quality**

**Assurance International Board (UQAIB) or accredited by a recognised accrediting body:**

UQAIB only approves programmes which are Diploma and above, and which are credit-bearing. Higher Education providers may advertise programmes which are not credit-bearing, however the advertisement must clearly state that these programmes have not been approved by KHDA. Approval for such advertisements will be dealt with on a case-by-case basis.

**Advertisement of programmes which are offered outside the UAE (for example, programmes offered at the Higher Education Provider's Home Campus):**

If a Higher Education provider wishes to advertise programmes which are offered outside Dubai, the advertisement must include a disclaimer that such programmes are offered outside Dubai. KHDA bears no responsibility for these programmes.