

## Portway Schools' Association Advertising Policy

Portway Schools' Association's mission is to advance the education of the pupils of the school by providing and assisting in the provision of facilities for education which are not normally provided by the local education authority. We accept advertising on this site to support our mission. This policy has been established by Portway Schools' Association to govern advertising on its websites, including Portway Schools' Association's acceptance of advertisements and how advertisements are displayed on and removed from Portway Schools' Association sites. For these purposes, "advertising and advertisements" mean all forms of advertising and sponsorships for which Portway Schools' Association receives compensation, including banner, badge, and contextual advertising, sponsored content, and promotions.

1. Portway Schools' Association has sole discretion to determine the types of advertising that will be accepted and displayed on our sites. Portway Schools' Association does not review or endorse any products or services that are advertised on its sites. In no event shall Portway Schools' Association's acceptance of any advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.
2. Portway Schools' Association will not accept advertising that, in Portway Schools' Association's opinion, is not factually accurate. In addition, advertising must not contain false or misleading claims, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation, or handicap.
3. Portway Schools' Association will not accept advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency event. Advertising also must not promote products that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office, make health claims that are not adequately substantiated.
4. Portway Schools' Association maintains a distinct separation between advertising and editorial content. All adverts on Portway Schools' Association sites shall be clearly and unambiguously identified as such, and Portway Schools' Association will not accept any Advertising on Portway Schools' Association sites that is not so identified. Clicking on the ad will link to an advertiser's site. Portway Schools' Association is not responsible for the content on the advertiser's site.
5. From time to time, Portway Schools' Association may create special advertorial sections of its websites, consisting of content from its advertisers. Content that is created, provided or influenced by an advertiser on any Portway Schools' Association site is clearly and unambiguously identified as "From Our Sponsor" or "Provided By" the advertiser. Such advertiser content is not subject to editorial review by Portway Schools' Association. Any content in these areas that Portway Schools' Association provides is clearly identified as such

and is created and editorially reviewed by Portway Schools' Association and is not reviewed or influenced by advertisers.

6. From time to time, Portway Schools' Association's advertisers contract with it to sponsor certain targeted sections of its websites. Content in such sections will be labeled as "Brought to You By" or "Funded By" the advertiser. Such content is created and editorially reviewed by Portway Schools' Association and is not reviewed or influenced by advertisers. Such sponsored pages are clearly and unambiguously identified as such.
7. Portway Schools' Association reserves the right to reject, cancel, or remove at any time any advertising from the Portway Schools' Association Site for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any advertising. Portway Schools' Association also reserves the right to determine the appropriate placement of the advertising on the Portway Schools' Association sites.
8. It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws. Portway Schools' Association assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if Portway Schools' Association becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, Portway Schools' Association may remove the advertising.
9. No advertising shall be permitted which may injure the good name or reputation of Portway Schools' Association or Portway Schools' Association sites.

Portway Schools' Association has sole discretion with respect to interpretation of this policy and all other issues associated with advertising on Portway Schools' Association Web sites. Portway Schools' Association may change this policy at any time in its sole discretion. If Portway Schools' Association makes changes to this policy, the updates will be posted here. This policy's effective date is 27<sup>th</sup> September 2015.