

## Tunbury School Association Advertising Policy

Tunbury School 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 Tunbury School Association to govern advertising on its websites, including Tunbury School Association's acceptance of advertisements and how advertisements are displayed on and removed from Tunbury School Association sites. For these purposes, "advertising and advertisements" mean all forms of advertising and sponsorships for which Tunbury School Association receives compensation, including banner, badge, and contextual advertising, sponsored content, and promotions.

1. Tunbury School Association has sole discretion to determine the types of advertising that will be accepted and displayed on our sites. Tunbury School Association does not review or endorse any products or services that are advertised on its sites. In no event shall Tunbury School 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. Tunbury School Association will not accept advertising that, in Tunbury School 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. Tunbury School 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. Tunbury School Association maintains a distinct separation between advertising and editorial content. All adverts on Tunbury School Association sites shall be clearly and unambiguously identified as such, and Tunbury School Association will not accept any advertising on Tunbury School Association sites that is not so identified. Clicking on the ad will link to an advertiser's site. Tunbury School Association is not responsible for the content on the advertiser's site.
5. From time to time, Tunbury School 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 Tunbury School 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 Tunbury School Association. Any content in these areas that Tunbury School Association provides is clearly identified as such and is created and editorially

reviewed by Tunbury School Association and is not reviewed or influenced by advertisers.

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

Tunbury School Association has sole discretion with respect to interpretation of this policy and all other issues associated with advertising on Tunbury School Association Web sites. Tunbury School Association may change this policy at any time in its sole discretion. If Tunbury School Association makes changes to this policy, the updates will be posted here. This policy's effective date is 7<sup>th</sup> February 2016.