



The Nurture Cove
Early Childhood & Assessment Centre

MARKETING AND CAMPAIGNING POLICY

THE NURTURE COVE
VERSION 1.0



Marketing and Campaigning Policy

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Version Control

VERSION	REVIEWER NAME	DATE	NEXT REVIEW	COMMENTS
1.0	Policy Pros	Nov 2023	Nov 2024	First Policy.



Marketing and Campaigning Policy

Outline: This policy covers any marketing and campaigning procedures and policies undertaken by the group (The Nurture Cove) and how we market accordingly with UK laws, procedures and how we adhere to media regulators. This policy covers:

- Advertising, both printed and digital.
- All social media and affiliated websites run by the group.
- UK legal framework.
- Adhering to marketing and social media standards set by regulators such as OFCOM, The Advertising Standards Authority (ASA) and the Editors Code of Practice.
- Media Law and GDPR.
- Discounts.

1. Who are The Nurture Cove?

We are The Nurture Cove Ltd. We are a company registered in England and Wales with the company number 13668840.

Our registered office address is 217 High Street, Gorleston, Great Yarmouth, England, NR31 6RR.

Under the Data Protection Act 1998 ("the Act") and General Data Protection Regulation (Regulation (EU) 2016/679) ("the Regulation"), we are a data controller and data processor of personal data and sensitive personal data provided by you to us through our website.

2. What is advertising?

Advertising is techniques and practices used to bring products, services, opinions or causes to public notice to persuade the public to respond in a certain way toward what is advertised. Marketing is the action or business of promoting and selling products or services, advertising is included within this.

3. Advertising Codes of Practice

By UK law all advertisements and marketing campaigns must be:

- An accurate description of the product and services.
- Legal
- Decent
- Truthful
- Honest



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- Socially Responsible (Not encouraging of illegal, unsafe or anti-social behaviours.)

We adhere to UK advertising law which includes '*The Consumer Protection from Unfair Trading Regulations*', this meaning we cannot mislead or harass consumers by including false or deceptive messages, leaving out important information or using aggressive sales techniques. For more information regarding this please visit: www.legislation.gov.uk/ukxi/2008/1277/contents/made

In the UK there are two advertising codes of practice that regulate how businesses advertise. They cover all kinds of promotional communications – A. Non-Broadcast Media, B. Broadcast Media.

The CAP non-broadcast Code is specific to advertisements in the realm of print, online, sales promotions, direct marketing and more. This code specifies standards for honesty and accuracy. Find more information here: <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>

The Broadcast Code covered issues including taste, decency and product placement, and primarily focuses on TV, Radio and other platforms of that nature, however, if the group were to advertise using these facilities or with any third party companies and businesses, they are to follow the Broadcast advertising code (BCAP). Find more information here: <https://www.asa.org.uk/codes-and-rulings/advertising-codes/broadcast-code.html>

In regards to broadcast code, Ofcom oversee anything all broadcasting and are the main authority. Find more information here: <https://www.ofcom.org.uk/tv-radio-and-on-demand/broadcast-codes>

4. The Advertising Standards Authority (ASA)

Advertising rules are enforced by the ASA, and any complaints about an advertisement that does not follow broadcast rules, standards or law will be investigated and potentially withdrawn. If the product does not match the description of the advert, prosecution can take place. **A complaint has to be filed within 3 months of the advert appearing.** The Group follows the ASA's advertising guidelines and standards and implements these into their advertising and marketing strategies.

To research or make a complaint to the ASA follow this link: <https://www.asa.org.uk/make-a-complaint.html>



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5. Data Protection

The group has existing policies regarding GDPR, a Privacy Policy and a Records Policy, copies of which can be requested by emailing:

customerservices@thenurturecove.com

Within this – all children that attend any nursery settings will have permission forms regarding whether they can or cannot be used within our marketing or social media images and if a child does **not** have permission given by a parent, they will never appear on any of our advertisements for any settings. These permissions can be changed at any given time. This is in line with the Editor's Code of Practice. Find out more here: <https://www.ipso.co.uk/editors-code-of-practice/>

Personal data will be retained only for as long as necessary to fulfill the purposes for which it was collected, or as required by law. All data will be securely deleted or anonymised when no longer needed.

The Nurture Cove will only store images if there is a lawful basis for doing so, such as obtaining explicit consent from individuals or when necessary to fulfill a contractual obligation. We will seek consent from individuals prior to collecting and storing their images. The purpose of image collection and storage will be clearly communicated, and individuals will have the right to withdraw their consent at any time.

The Nurture Cove will ensure security measures are implemented to protect stored images from unauthorised access, loss, or alteration. This may include encryption, access controls, and regular security assessments. We will also ensure that data is at a minimum and only store images that are necessary for their intended purpose. Unnecessary or excessive images will be promptly deleted or anonymised.

All of our employees will receive training and awareness on the proper handling, storage, and security of images to ensure compliance with this policy.

6. How do we advertise?

The group advertises both digitally and in print, and sometimes in partnership with third parties. Advertising includes:

- **Print:** leaflets, booklets, posters, printouts, prospectus, membership cards, banners.
- **Digital:** social media (company affiliated), websites, emails, search, display, video marketing and any broadcast media.



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- **Third parties:** Third parties include anyone we may have worked/will work with in the future, past or present, this may include radio spots, charities, local newspapers, events, businesses and more.

The group uses social media and their affiliated websites as to advertise and market their respective resources in a true, honest, and legal way. All social media may be used to advertise the groups facilities, and any marketing deals we may have running at the time. Please refer to our promotional discounts conditions in section 7.

The group may use print advertising and marketing and will follow code of conducts and British law to ensure the legality of all advertisements and facilities, with true and honest information given. Third parties will be made aware of our affiliations and will only go forward with campaigns if they follow all broadcast rules and procedures, any false information given by third parties we are not held accountable for.

7. Promotional Discount

For any information regarding any promotional discounts please refer to our full standard terms and conditions.

Validity:

Discount codes are only valid for a specified timeframe as mentioned in the code details or promotional materials. After the expiry date, the code will no longer be applicable.

Eligible Products:

Discount codes can only be applied to products that are explicitly mentioned as eligible for the promotion. Certain items, such as sale or clearance products, may be excluded from discounts.

One Code per Transaction:

Customers can use only one discount code per transaction. If multiple codes are entered, only the first code entered will be applied.

Minimum Purchase:

Some discount codes may require customers to meet a minimum purchase requirement before they can be applied. The minimum purchase requirement will be clearly stated in the code details or promotional materials.

Code Stacking:

Discount codes cannot be combined or stacked with any other offers, promotions, or discounts unless explicitly stated otherwise.



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Code Sharing:

Discount codes are intended for the individual customer who receives the code and should not be shared with others unless otherwise indicated.

Code Misuse:

The misuse or abuse of discount codes, such as unauthorised sharing or replicating codes, may result in the code being invalidated or your order maybe cancelled.

Non-Transferable:

Discount codes are non-transferable and cannot be exchanged for cash or any other forms of credit.

Modifications or Termination:

We reserve the right to modify or terminate any discount code promotion at any time without prior notice.

Decision Authority:

All decisions regarding the application and validity of discount codes rest with the company, and management holds the right to enforce or revise the discount code policy as necessary.