

*This policy covers more than one jurisdiction and may be subject to variation on a case by case basis in order to comply with local laws and requirements or to follow legal advice. The Company reserves the right to adopt supplemental guidance to be read alongside this policy. This policy should be interpreted in a way that is consistent with local law and, to the extent that it may be inconsistent, local law shall prevail.*

## **Ethical marketing statement**

At Global University Systems (GUS), we strive to uphold high ethical standards in our marketing, advertising, collaboration, and promotional activities. We recognise that the landscape of higher education is dynamic, and our approach aims to be adaptable while maintaining integrity. Our guidelines are designed to provide a framework that balances ethical considerations with the need for innovative and effective outreach strategies.

We aim to provide responsible and impactful educational opportunities that address the diverse needs of the communities we serve, across various regions and demographics. In this spirit, we are committed to:

- Ensuring all marketing materials are culturally sensitive, inclusive, and free from bias, taking into account the unique values, traditions, and preferences of different regions.
- Providing clear, honest, and accurate information about our programs, products, and services, empowering prospective students and stakeholders to make informed decisions.
- Striving to present accurate information in our advertising and promotions, aiming for transparent messaging
- Engaging in responsible digital marketing practices that respect user privacy and data protection across all platforms.
- Promoting educational products and services that contribute positively to societal and environmental well-being.

We aim to build trust and long-lasting relationships with our students, partners, and stakeholders, while fostering a positive and ethical impact globally.

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