

## **Guidelines for advertising and marketing materials**

The Knowledge and Human Development Authority (KHDA) is responsible for the future growth, direction and quality of education and learning in Dubai. We support Private schools, universities, parents, students, educators, investors and government partners to create a high quality education sector focused on happiness and wellbeing. KHDA envisions lifelong learning to fulfill Dubai's aspirations.

In line with this, KHDA has put in place these guidelines to ensure that **all** published information is prepared responsibly and is not misleading in any way. These guidelines also seek to provide a better understanding of what KHDA requires to validate while reviewing the media and marketing related materials, resulting in an approval process that is smooth and timely.

Advertisements should be uploaded to the e-Services portal as images, transcripts, or any other multimedia format.

### **Advertisements/media material:**

KHDA will review all types of advertisements/media material, including, but not limited to, the following:

- Advertisements in newspapers, magazines, brochures, leaflets, circulars, text transmissions, catalogues, and other electronic and printed material including the website of the educational institution and other websites that are related.
- 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).
- Promotions, television and Broadcast commercials
- Press releases and PR-related material
- Social media posts. Education providers deploying social media as part of a planned marketing campaign are required to share the social media plans for approval. In the case of regular social media posts, education providers are expected to implement these guidelines while developing and posting content.

Any other advertisements which are not listed above. **Education providers should adhere to the following:**

1. 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.
2. The advertisement should not be racist or adversely target any community or nationality living in the United Arab Emirates.
3. Educational institutions have the primary responsibility for ensuring that their advertisements are legal. All advertisements should comply with the laws of Dubai and the United Arab Emirates, or any laws, resolutions, policies or orders implemented by KHDA from time to time and should not incite anyone to break them.
4. The language in the material should not be offensive in any way. 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.
5. KHDA reserves the right to identify and challenge any text that appears excessively long, obscure or complex. If the material contains unfamiliar words, jargon, legal words, abbreviations, long words and proper nouns that are not recognisable, KHDA may request the institution to replace or clarify these terms.
6. 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.
7. No marketing should so closely resemble any other that it misleads or causes confusion to the general public.
8. If the status of an educational provider change in a way that renders an approved advertisement misleading, all affected advertisements must be amended or removed without delay.
9. Educational providers that are owned/in partnership with/managed by another educational institution should ensure that their advertisements clearly explain all links between the institutions.

- 10.** The responsibility for the correctness of all details mentioned in the material lies with the provider itself. This includes, but is not limited to, contact details and other information relating to the institution.
- 11.** 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.
- 12.** Claims such as awards, rankings acknowledgments and collaborations should include the dates and timelines wherever applicable.
- 13.** Comparative claims are permitted in the interest of competition, public information and creativity. However, 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.
- 14.** Educational institutions that wish to include testimonials in their advertisements must produce evidence that they have been given permission to do so.
- 15.** Testimonials alone cannot be depicted as absolute truth. Where necessary, testimonials should be supported by independent evidence of their accuracy.
- 16.** 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.
- 17.** In the case of email and mobile marketing, opt-out option is mandatory.
- 18.** Advertisement materials should only publicise KHDA accredited and/or approved courses/programmes/ curricula.
- 19.** 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/or other financial aids.

- 20.** Schools and Universities may only share their final overall performance ratings from the Dubai School Inspection Bureau (DSIB) or Higher Education Classification (HEC) with the community through their website and other communications. kindly refer to the [HEC guidelines](#) for more details.
- 21.** All advertisements are the full responsibility of the educational institution. For universities, there should not be any reference to the investor or educational management services company.
- 22.** Educational institutions may not advertise their principal or academic head unless the appointment is approved by KHDA.
- 23.** Educational institutions (new or existing) whose premises are under construction and/or not yet ready for occupation for any reason must include a disclaimer “opening and operations are subject to the completion of the building and final approval from KHDA”
- 24.** KHDA reserves the right to request changes and insert disclaimers in advertisements/media material as and when necessary.
- 25.** For universities, if a 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.

### **KHDA's logo:**

KHDA's logo may not be used as part of any communication/advertisements. In case an education provider wishes to refer to its KHDA Permit/approval in an advertisement, the following sentence suffices: *This institution is approved and permitted by KHDA.*

### **The following advertisements do not require KHDA approval:**

1. Advertisements that do not directly attract student enrollment (corporate advertisements, philanthropic messages).
2. Staff recruitment
3. Advertisements that celebrate student achievements
4. Messages of national importance (Celebratory messages on national occasions, advertisements supporting national causes, condolences/mourning)

However, if the above advertisements have superlatives describing the institution, refers to some figures connected with the educational landscape that need verification, then KHDA approval is required.

### **Validity of the approval:**

Approvals for advertisements are valid for three months from the date of approval. For approvals to remain valid during this period, advertisements must not change in content when reused.

### **Non-adherence**

Any non-adherence to these guidelines 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
- Any other measures deemed necessary in-line with the current resolutions/guidelines.