MODEL PRIVATE SCHOOL, ABU DHABI

MARKETING POLICY

Review Date:	March 2026		
Next Review Date:	March 2027		
Acting Principal	Mr. I J Nasari		
Signature		***Date:***	31-March-2026
MPS Board of Governors	Haji. Meethalakath Mehmood		
Signature		***Date:***	05-April-2026

Introduction

At Model Private School we ensure that all of their marketing materials are accurate and in keeping with ADEK's core values and the values, morals, customs, traditions and applicable regulations and policies of the UAE.

Purpose

Ensure that the marketing materials are clear, accurate, up-to- date, and support the school's long-term development plans.

Definitions

Non-Fee Income	Any source of revenue for the school other than tuition fee and other fee, including but not limited to donations, grants, sharia-compliant endowments in accordance with the Federal Decree Law No. (5) of 2018 on WAQF (Endowment) and its amendments, the Federal Decree Law No. (18) of 2020 on Private Education and its amendments, Federal Decree Law No. (3) of 2021 Regarding Regulating Donations , crowdfunding, rental income from school buildings, grounds, facilities, etc.
Owner	An individual or entity (local or foreign) with legal ownership rights of a school.
School Marketing Material	Any communication materials used to advertise or promote the school, its activities, and services to the wider public. These include all verbal, written, and visual means of communication such as school websites, prospectus, advertisements (on newspapers, leaflets, boards, etc.), interviews on TV or radio, posters on school buses, and school profiles on social media outlets (Facebook, X, etc.).

Policy

1. Obligations and Accountability

1.1 Vetting of School Marketing Materials: School owners and the Governing Board will monitor and take responsibility for all school advertising materials to ensure full compliance with ADEK's core values and policies, and in particular, the *ADEK School Cultural Consideration Policy*.

1. Model Private School ensure that all marketing materials are developed and distributed in an ethical and legal manner, particularly with regard to the use of copyrighted material, in accordance with Federal Decree Law No. (38) of 2021 on Copyrights and Related Rights.

1.2 Accurate Communication of Information Regarding ADEK: Model Private School verify that all information claimed as attributed to ADEK is conveyed accurately.

1. Model Private School not falsely claim ADEK endorsement for any of their events/documents/marketing materials.

2. Model Private School obtain approval for the usage of the ADEK logo.

2. Marketing Materials

2.1 Obligations: Model Private School ensure that their marketing materials are:

1. Clear and do not have contradictory messages, i.e., disclaimers and asterisked or footnoted information contradicting the more prominent aspects of the message, and all messages are legible and/or audible.

2. Accurate and do not contain any misleading information about the school (e.g., in depictions of school facilities, curriculum, and assessment results).

3. Indicate the school's name and registration number.

4. Appropriate for the educational context, in alignment with the school's license approved by ADEK, the *ADEK School Values and Ethics Policy*, and the *ADEK School Cultural Consideration Policy*.

5. Relevant for educational context, with descriptions of school outcomes (i.e., student outcomes, inspection rating, student/parent/staff satisfaction survey results) and school offerings (e.g., infrastructure and facilities, curriculum, extracurricular activities, fees).

2.2 Usage: Model Private School ensure that their marketing materials are:

1. Used for providing information to current or prospective staff, parents, and students.

2. Used for raising non-fee income, after obtaining ADEK's prior written approval.

3. Not used for supporting third-party stakeholders, where advertisements are launched in exchange for benefits (e.g., textbook publishers, etc

Reviewed and modified on: Monday,31 March 2026
(to be implemented in the academic year 2026-2027)

Approved by: Principal – *Model Private School*
Effective Date: March 2026
Review Cycle: Annual or upon new ADEK amendments