



## **Advertising and Marketing Policy**

The Spectrum Organization Association Inc. (Spectrum) markets and advertises its training and assessment products and services in an ethical manner.

The following principles apply:

Spectrum will:

- Accurately represent training products to prospective clients
- Ensure that when advertising refers to its Registration Training Organisation, the products and services covered in its scope of registration will be clearly identified.
- Gain the written permission of individuals that are included in any marketing and advertising
- Ensure that the dignity and privacy of individuals will be respected at all times