



Advertising

NOPS Policy

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SCOPE

1. This policy is to support individuals and organisation with guidance when advertising products and services relating to Smart Awards Network Operative Passport Scheme (NOPS).

RESPONSIBILITIES

2. This is policy is for use of the Network Operative Passport System (NOPS). This policy is for individuals and organisations recording and accessing individual information stored on NOPS. Smart Awards has overall responsibility for ensuring this policy complies with our legal and ethical obligations, and that all those under our control comply with it. Smart Awards has the day-to-day responsibility for implementing this policy and for monitoring its use and effectiveness and dealing with any queries on its interpretation.

GENERAL CONDITIONS

3. Smart Awards reserves the right to decline any type of advertising that is damaging to the brand of Smart Awards Network Operative Passport Scheme (NOPS) or is inappropriate to the content held on NOPS.
4. Smart Awards will not accept advertising for products, services or organisations known to be act in a harmful manner, or any other way incompatible with Smart Awards established practices or ethical concerns of the industries it may represent.
5. Advertisements may not be deceptive or misleading and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be unethical or otherwise offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature.
6. Once an advertisement has been deployed online, it may be withdrawn at any time subject to a request for its removal approved by Smart Awards.
7. Smart Awards will not allow any specific campaign to be targeted to a specific article(s) or on any page where content relates to the product(s) being advertised. (Advertisers may not link to articles using keywords; they may not target advertising for a specific product on the condition that it appear in the same location and at the same time as a specific article mentioning that promotion and they may not refer to an article published at the same time as the advertisement appears).
8. Advertisements and editorial content must be clearly distinguishable. Smart Awards will not publish "advertorial" content, and sponsored supplements must be clearly indicated as such.
9. Editorial and management decisions will not be influenced by current or potential sponsors and advertisers and will not be influenced by marketing decisions. Advertisers and sponsors have no control or influence over the results of searches a user may conduct on the website by keyword or search topic.
10. If any advert is requested outside of Smart Awards standard communications, then a request should be made to Smart Awards who will respond with a full and final decision within five business days.

11. Smart Awards may partner with third-party advertising companies to serve ads and/or collect certain information when you visit our website. These companies may use cookies or web beacons to collect non-personally identifiable information [not including your name, address, email address or telephone number] during your visit to this website to help show advertisements on other websites also likely to be of interest to you.

STYLE AND CONTENT OF ADVERTISING

12. Smart Awards has an open approach to styles of advertising. Organisations must not mislead by advertising anything that implies that any campaign or promotion is being done in partnership with Smart Awards; or is acting in any way prohibited by Smart Awards' ethical concerns or established practice. Organisations must recognise that Smart Awards cannot permit advertising which could reasonably be construed as being either:

- directly or indirectly sexual in nature and/or which features partial or complete nudity and/or which appears to promote or give undue publicity to illegal or inappropriate behaviour or lifestyles.
- Special or political material which is contentious or which conflicts with the Smart Awards policies, values, or statutory obligations (for example, equalities legislation)

13. Smart Awards will approach apparent humour in submitted advertising with the utmost caution since humour can sometimes directly or indirectly be seen as mocking specific groups of citizens or potentially poking fun at particular types of individuals or their behaviour or in relation to various situations. However, Smart Awards will permit 'innocent humour', providing Smart Awards considers there is no likely innuendo or subtext which might cause offence.

14. Where an image or text is used that make any individual(s) recognisable, consent must be obtained from those individuals who must also understand that they may withdraw their consent at any time.

15. Advertising which Smart Awards deems to be critical of Smart Awards, its products and services or its staff and partners will not be permitted. Smart Awards logo shall not be incorporated into any advertisement without the prior written consent of Smart Awards. It is the responsibility of the centre to check the correctness of their advertisement before it is uploaded to any external websites. Smart Awards should not be explicitly referenced on any external promotional material which can be interpreted as being counter to the interests or ethical of Smart Awards, its products and services, staff or its partners.

16. Smart Awards reserves the right to check the websites or any other promotional material of its partners for correct use of our logo and any reference to Smart Awards (either implied or explicit).

17. Smart Awards take all reasonable steps to ensure that advertisement or promotion of NOPS is not misleading to operatives or partner organisations.

18. Organisations must ensure that any advertising by third parties is consistent with and also follows the stipulations outlined in this document.

19. Organisations should email proofs of any promotional material that references Smart Awards before publishing.
20. It is essential that the master file of the logo is always used. Do not lift low-resolution versions from other documents or websites and never redraw our logo.
21. All approved organisations are provided with a high-resolution version of our logo on request. To request a copy please contact info@smartawards.co.uk. The logo should be kept in proportion and not stretched

REVIEW OF THIS POLICY

22. This policy is reviewed and revised annually in response to feedback, changes in legislation and guidance and from other appropriate organisations.