

A02 Public Information Policy

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1 Introduction

1.1 Purpose

This policy provides information about the oversight, control and review of all public-facing information produced by SAE Institute, specifically that relating to UK-validated programmes.

SAE seeks to ensure that any provision of publicly available information about the Institute is accurate, reasonable, timely, and enables:

- External audiences to form an accurate impression of SAE Institute.
- Students and other stakeholders to make appropriately informed decisions.
- SAE to meet applicable obligations, both in relation to University partners and to customer protection legislation or guidance.

1.2 Related Policies and Documents

This policy should be read in conjunction with:

- A01 Student Selection and Admissions Policy
- A20 Intellectual Property and Copyright Policy
- University of Hertfordshire UPR SA03 Admissions – Undergraduate and Taught Postgraduate Students
- Middlesex University policy GPS5 – Freedom of Information.

2 Scope

This policy applies to all SAE campuses involved in the delivery of UK-validated programmes (undergraduate or postgraduate). These programmes are subject to the regulations of the validating University partner, and as such must comply with applicable UK regulations concerning the provision of public information.

3 Policy

3.1 Governance

SAE ensures that all information and marketing material associated with UK-validated programmes is clear, accurate, and provides sufficient detail for prospective students to make an informed choice about their study. All information and marketing materials must follow the UK Competition and Markets Authority (CMA) guidelines for Higher Education institutions.

Responsibility for the accuracy and currency of all SAE produced, public-facing information (physical, digital, written, audio-visual, or verbal) ultimately rests with the regional General Manager or the Head of Education Partnerships, where applicable.

3.2 Online Material

The SAE website is the primary digital platform through which public information related to campuses, programmes, facilities, news and events is published. SAE also makes use of social media and similar online platforms for marketing, promotion and to engage directly with external audiences.

All materials distributed or published online are managed regionally and must be reviewed regularly by the regional Marketing department for currency, accuracy, usability, and usefulness. Feedback on the website or social media platforms is welcomed at any time from staff, students, or other stakeholders.

3.3 Printed Material

Any physical or printed materials produced by SAE must be reviewed by the regional Marketing department and confirmed to be correct at the time of printing. Any printed materials containing out-of-date information must be removed from circulation and/or replaced with corrected materials.

3.4 Verbal Information

Information may be given to the public verbally or via webchat by members of SAE staff and student ambassadors. Verbal information may be provided at open days, marketing and recruitment events, campus tours and/or via other points of engagement.

SAE ensures that all staff and student ambassadors who are in roles which may include public engagement are fully trained and provided with accurate information for dissemination. Where staff do not have information, they will direct the public to another source or follow up requests for information at a later date, as appropriate.

3.5 Provision of Information by Current Students

Students registered with SAE are not usually permitted to publish information to the public through personal channels or via any press or media organisation, on behalf of SAE. Exceptions to this include:

- Where students may be invited by SAE staff to contribute to marketing or other public-facing materials.
- Where students are engaged by SAE as student ambassadors, or in any other position, to provide information to the public and prospective students.

3.6 Copyright Responsibilities

Any public-facing materials must adhere to local copyright legislation. Any use of materials produced by SAE staff or students must be in line with SAE's A20 Intellectual Property and Copyright Policy.

3.7 Reference to Partner Institutions

In compliance with any formal Partnership Agreements entered into by SAE, public-facing materials that reference a University partner or other partner institution must be approved by that institution prior to publication. Likewise, any changes to existing materials must be communicated to and approved by the partner institution before publication.

Reviews of public-facing information referencing partner institutions will be made regularly by SAE Marketing departments, in consultation with those institutions, to ensure accuracy.

4 Policy History

Policy Created:	July 2021
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