Approved by: Principal	Date: 30 January 2026

Last reviewed on:	Date: 26 January 2026

Next review due:	Date: 22 June 2026

#	Description of Changes	Rev. No	Date of Issue
1	First Issue	00	21 June 24

ICS Vision

The "School of Choice" inspiring, challenging, and empowering a 21st-century learning community through an ethical and innovative education system.

ICS Mission

Provide a safe, friendly learning environment where lifelong learners follow an international curriculum which promotes academic excellence and nurtures key values and competencies in our global-minded, future leaders.

Introduction

The International Community School (ICS) is committed to ensuring that all marketing materials align with ADEK's core values and uphold the cultural values, morals, customs, and traditions of the UAE. This policy outlines the basic requirements to ensure that all ICS marketing materials reflect these principles while supporting the school's long-term development and fostering trust among students, parents, and the wider community.

Purpose

The purpose of this policy is to guarantee that all ICS marketing materials are clear, accurate, and up to date. Marketing materials should communicate effectively with the public, reflecting the high standards of the ICS brand while aligning with ADEK regulations. These materials support the long-term goals of ICS by presenting a consistent, ethical, and professional image of the school.

Definitions

- **Non-Fee Income:** Refers to any revenue generated by ICS beyond tuition and other fees, such as donations, grants, or income from the rental of school facilities.
- **Owner:** Any individual or entity with legal ownership rights over the school.
- **School Marketing Material:** Includes any communication methods used to promote ICS, such as the school website, brochures, advertisements (newspapers, leaflets, etc.), social media platforms (e.g., Facebook, Twitter), posters, and school bus signage.

Policy

ICS personnel, including the school owners and governing board, hold the responsibility for ensuring that all school marketing materials comply with ADEK's core values and policies, especially in alignment with the ADEK Cultural Consideration Policy. All materials should reflect the unique identity of ICS while adhering to ethical and legal guidelines.

Marketing materials must be:

- Clear and free from contradictory messages, disclaimers, or asterisks that could mislead the audience. All information should be legible and easy to understand.
- Accurate in reflecting ICS facilities, curriculum offerings, and student achievements. There should be no exaggerations or misrepresentations in marketing communications.
- Appropriately labeled with the ICS name and registration number.
- Relevant to the educational context and aligned with the school's ADEK-approved license. Marketing materials must showcase ICS's achievements, inspection ratings, parent and staff satisfaction surveys, and other outcomes in a way that builds trust and transparency with the community.

Usage of Marketing Materials

ICS marketing materials are intended for use in providing accurate information to current and prospective staff, parents, and students. These materials also serve to support fundraising efforts or other non-fee income initiatives, with prior written approval from ADEK. Marketing materials should not be used to promote third-party stakeholders unless authorized by ADEK, ensuring that no conflicts of interest arise from external partnerships.

Compliance

This policy will be implemented at ICS starting from the Academic Year 2024/25, with full compliance expected by the Academic Year 2025/26. Any failure to adhere to this policy will result in penalties, as stipulated by ADEK regulations, in addition to any other relevant legal consequences under Federal

Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties Law. ICS leadership will regularly monitor and review all marketing activities to ensure continuous compliance with this policy.

References

- Federal Decree Law No. (5) of 2018 Regarding Endowment
- Federal Decree Law No. (18) of 2020 on Private Education
- Federal Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties Law