

## Ethical Marketing Agreement Policy

At Profectus, we are committed to conducting ethical marketing practices that prioritize honesty, transparency, and integrity. We firmly believe in building trust with our audience and stakeholders by adhering to the highest ethical standards. Our Ethical Marketing Agreement Policy outlines the principles and guidelines we follow in all our marketing activities:

1. **Truthful and Accurate Representation:** We are dedicated to providing accurate and truthful information about our coaching training programs, services, and offerings. We strive to avoid exaggeration, misleading claims, or deceptive tactics in our marketing materials.
2. **Clear and Transparent Communication:** We ensure that all our marketing communications are clear, transparent, and easily understandable. We provide accurate and sufficient information about our programs, pricing, qualifications, and any associated terms and conditions.
3. **Respect for Privacy and Data Protection:** We are committed to safeguarding the privacy and personal information of our audience and stakeholders. We handle all personal data in accordance with applicable privacy laws and regulations. We obtain explicit consent when collecting and using personal information, and we provide clear information about how data is used and protected.
4. **Compliance with Laws and Regulations:** We adhere to all relevant laws, regulations, and industry standards governing marketing practices. We avoid engaging in any activities that may be considered unlawful, fraudulent, or unethical.
5. **Authenticity and Professionalism:** We represent our coaching training programs and services accurately and honestly, highlighting their genuine value and benefits. We uphold professionalism and demonstrate respect towards our clients, partners, and competitors in all our marketing interactions.
6. **Customer-Centric Approach:** We prioritize the needs and interests of our customers in our marketing efforts. We aim to provide valuable information, support, and resources that empower individuals to make informed decisions about their coaching training journey.
7. **Ethical Use of Testimonials and Endorsements:** We ensure that all testimonials and endorsements used in our marketing materials are genuine, accurate, and representative of actual experiences. We obtain permission from individuals before using their testimonials and maintain transparency regarding any compensation or benefits provided in exchange for endorsements.
8. **Social Responsibility:** We actively consider the social and environmental impacts of our marketing activities. We strive to promote inclusivity, diversity, and sustainable practices in our messaging and imagery.
9. **Continuous Improvement:** We regularly review and evaluate our marketing practices to ensure ongoing compliance with ethical standards. We welcome feedback from our audience and stakeholders to improve our marketing efforts.

By adhering to this Ethical Marketing Agreement Policy, we aim to foster trust, credibility, and long-term relationships with our clients, partners, and the wider community. We are committed to conducting our marketing activities in an ethical and responsible manner, upholding the values and principles that define Profectus as a reputable Coaching Training Provider.