Published Information Policy

Version 5.0

Approved by the Board of Governors

Last Amendment: October 2026

The following sets out how the School maintains oversight of the information it publishes about the Higher Education learning opportunities it offers.

This policy has been aligned with the following legislation and/or external quality assurance frameworks:

i. *Office for Students (OfS) Regulatory Framework for Higher Education in England*
ii. *Consumer Contracts Regulations 2013*
iii. *Competition and Markets Authority (CMA) Consumer Protection from Unfair Trading Regulations 2008*

DOCUMENT INFORMATION

Document owner(s)*: Marketing Manager, Quality Unit

Date of next review: September 2027

Document Status: IN USE

Dissemination: For general publication

*The document owner is responsible for maintaining and updating the content of this document and ensuring that it reflects current practice at the School.

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PART ONE: Purpose, Scope, and Principles

1. PURPOSE

1.1. This policy ensures that all information the London School of Science and Technology (LSST) publishes about its higher education learning opportunities is accurate, accessible, transparent and complete, in line with:

- Office for Students (OfS) Regulatory Framework for Higher Education in England.
- Competition and Markets Authority (CMA) Consumer Protection from Unfair Trading Regulations 2008 and Consumer Contracts Regulations 2013.
- Requirements of LSST's awarding body partners, the LSST Board of Governors, and all relevant legislation including the UK General Data Protection Regulation (GDPR) and UK Copyright law.
- Any amendments required as a result of stakeholder feedback, external audit, or regulatory change will be implemented promptly.

2. SCOPE OF THE PUBLISHED INFORMATION POLICY

2.1. This policy applies to all staff who create, approve or disseminate public information about LSST and its courses, including (but not limited to):

- Marketing and recruitment materials – websites, landing pages, digital ads, social media, prospectuses, press releases, printed brochures.
- Admissions and student information – application forms, guidance notes, induction packs, course and module handbooks, timetables.
- Corporate and governance publications – policy documents, strategic statements, annual reports.

2.2. It covers information provided to prospective and current students, recruiters, partner institutions, the general public and other stakeholders.

3. PRINCIPLES

3.1. In demonstrating its commitment to ensuring the maintenance of standards, LSST's Executive team has sought to ensure Marketing and Communications activity at LSST are conducted in line with the following guiding principles:

- **Principle 1:** Information that higher education providers produce about themselves and the learning opportunities they offer should be timely, current, transparent, and focused on the needs of the intended audiences.

- **Principle 2:** Higher education providers are responsible and accountable for the information they produce about the higher education learning opportunities they offer. At the same time, providers have autonomy regarding the mechanisms and media they choose to communicate this information.

- **Principle 3:** Information should be available and retrievable where intended audiences and information users can reasonably expect to find it. The format and delivery of information should take account of the access requirements of a diverse audience.

- **Principle 4:** Information produced by higher education providers should offer a fair and accurate reflection of the higher education learning opportunities they offer.

3.2. In adhering to the aforementioned guiding principles, LSST will:

3.2.1. Maintain standards by:

- Employing rigorous vetting and key stakeholder sign-off procedures for:
    - All forms of publicity.
    - All marketing materials.
    - All promotions and student guidance information.
    - All official public documents about the School and the services it provides.
- Ensuring that Terms and Conditions relating to recruitment, admissions and refunds are:
    - Reviewed and updated annually.
    - Unambiguous and clear to students.
    - Available and accessible by all students at the appropriate time in the enrolment process.
    - Available and accessible to Awarding Body partners where relevant.
- Ensure that all publications both for students and for publicity purposes, conform to LSST's branding guidelines or to the brand guidelines set by LSST's awarding body partners.
- Ensure that any promotions and offers relating to courses are compliant with Competition Market Authority and OfS expectations.
- Respect and maintain the integrity of academic freedom of individual members of academic staff.

3.2.2. Enable prospective students and their advisors to make informed decisions about learning opportunities on offer from LSST by publishing:

- The institution's strategy, mission and values.
- Updated and accurate course detail including curriculum, learning and assessment information.
- Course teaching locations and dates.
- Course eligibility requirements, admissions criteria and process.
- Fees payable, terms and conditions and payment options.
- Institutional policies.
- LSST's framework for managing academic standards, quality assurance and enhancement activities.
- Data protection and privacy policies clearly communicating what data is collected and how it will be used.
- Student support information (including guidance on disability and wellbeing services, safeguarding policies and employability and careers information).
- Links to relevant awarding body partner policies and student related activities.

4. COMMUNICATION AND PUBLICITY: GUIDING PRINCIPLES

4.1. In ensuring that all communications produced are clear, accurate, comprehensive and unambiguous the LSST Published Information Policy incorporates the following:

- All internal and external communications.
- Publications and collateral marketing materials.
- Audio/visual materials produced, designed and/or edited by Registry, Course Managers and Administrators, the Marketing Department, the PR and Communications Team and any other department tasked with producing public information.

4.2. The PR Officer is responsible for coordinating all external communications. This includes:

- News or media releases.
- Announcements.

- Events social media updates (staff and students).

- Media related engagements (paid and non-paid) relating to LSST's image.

4.3. The Marketing Department co-ordinates and updates all website and online content, advertising, broadcasting or paid communication for consumption in the UK or abroad.

4.4. Deans, Course Managers and Administrators within LSST are responsible for liaising with the Publications Committee to check materials relating specifically to their provision prior to release for publication.

4.5. The timing of review of publications is set according to the frequency of re-publication or re-release. There is also provision for changes to be made in response to external factors, such as changes in the law or regulations.

5. EXTERNAL COMMUNICATION WITH THE MEDIA

5.1. The Public Relations Manager is responsible for handling all media relations and interactions.

5.2. Examples of communications to be handled by the Public Relations Manager include but are not limited to:

- All media liaison.

- All non-paid for public relations activities.

- Events (such as speeches, rolling programme of 'Expert Lectures' for students and public).

- Graduation celebration events.

- All social media platforms and online engagement.

- Internal communications.

- Reputation management.

- Public Affairs engagement.

5.3. All communications with external media should be conducted via the Public Relations Manager. The LSST Staff Handbook reminds staff they are not to make any comments to the press about any matters relating to the affairs of LSST, or which might have an adverse effect on the institution's reputation.

5.4. All LSST generated news releases must be approved by the Public Relations Manager and Head of Marketing and where relevant, awarding body partner before being released to the media or public. The Public Relations Manager will consult with relevant

members of staff to draft content on 'News' items. Any partnership announcements or joint press releases are also cleared in advance of publication by the Public Relations Manager and the relevant awarding body partner.

5.5. All media updates and any media engagement and non-paid for external communication, as communicated to staff members will be vetted, checked and signed-off before being released externally to the media.

5.6. All key external contacts are managed as far as possible by a single contact at LSST in order to avoid duplication and ensure consistency of message.

6. MARKETING AND PUBLICITY MATERIALS

6.1. The Marketing Department is responsible for managing all internal and external publications for LSST. It works closely with all key stakeholders and academics (where appropriate) and the Public Relations Manager to ensure standards are maintained.

6.2. The Marketing Department is responsible for a range of functions, including the production of and/or adherence to:

- Awarding body and LSST brand guidelines, ensuring brand consistency for all materials.
- Online and Offline Advertising.
- Printed Publications.
- E-shots.
- Website and landing page content and design.
- Internal signage.
- Corporate presentations.
- Events & Open Days.
- Social Media (in partnership with the Communications and Student Engagement Teams).
- Copy creation and copy writing.
- All other cross-departmental marketing requirements

6.3. The Marketing Department is the primary 'owner' and manager of the relevant LSST branding guidelines and provides relevant graphic design, copy, PR and marketing services (both digital and online).

6.4. The Marketing Department is responsible for the branding aspects of faculty profiles on LSST websites. The individual owner of the profile and the relevant Academic lead are responsible for the accuracy of the information contained within that profile. Heads/Directors of individual departments/Schools are responsible for ensuring that profiles of staff are removed should they leave the Company's employment, and will provide a removal request to the Publications Committee for removal from all relevant webpages related to LSST.

6.5. Examples of the communications produced by the Marketing Department include:

- Printed materials for external consumption e.g. Prospectus, course information (e.g. entry requirements for potential students and course fees), as specified by the partner awarding body and confirmed internally by the LSST Principal and the Publications Committee. Public Website content e.g. LSST website and approved social media sites linked to the organisation (Facebook, LinkedIn, X).

- Information about fees and terms and conditions for potential students based on information approved by the Executive Committee, reviewed by Legal Services and implemented across all materials/channels online and offline by the Finance team.

- Information about scholarships for potential students, based on information provided by the Principal and implemented across all materials/channels online and offline.

- Promotional materials for public events.

6.6. The design and content of Student Handbooks and Induction Packs relevant to each course of study offered by LSST, with content provided by the relevant stakeholder as and when an item is requested and reviewed and approved by the Publications Committee.

PART TWO: Operational Vetting and Sign-off Procedures to Ensure Consistent Implementation of the Published Information Policy

7. OPERATIONAL PROCEDURES: INTRODUCTION

7.1. The vetting process, to ensure LSST publicity materials provide adequate and essential information to prospective students in a clear, timely and accurate manner for all public information, is coordinated through the LSST Publications Committee.

7.2. The Marketing Department coordinates all website content, advertising, and broadcasting or meet the key outcomes of the policy in conjunction with process owners.

7.3. Responsibility for the vetting of proposed public information is the responsibility of process owners before formal submission to the Publications Committee for review and approval. Information reviewed for approval by the Publications Committee is as follows:

- Printed material for external use/consumption e.g. Prospectus, fact sheets, marketing material.

- Public web pages e.g. LSST website, social media sites (Facebook, LinkedIn, X).

7.4. Information published on the Intranet for internal use such as Human Resources Policies will be reviewed by the Publications Committee, and approved by the Board of Governors in line with governance requirements, before uploading to the intranet for staff use.

7.5. Final approval is conveyed to the Marketing Department by the Chair of the Publications Committee.

8. RESPONSIBLE ROLE HOLDERS

8.1. Responsibility for vetting school, campus or course-specific information rests with the relevant Marketing contact, the academic lead for each course (where course details, specifications are required), the Head of Admissions and the Publications Committee.

9. VETTING PROCESS FOR PUBLIC INFORMATION PUBLICITY MATERIALS

9.1. Stakeholders are required to allow sufficient time for the creation of any and all materials. Engagement with the vetting process is paramount to ensure accuracy.

9.2. Key stakeholders propose an advertisement or other promotional material (both online and offline) to the Marketing Department by completing a Marketing, Copy and Design Brief.

9.3. The Marketing Department creates the draft marketing communication material and forwards the proposed advertisements or promotional materials to the relevant liaison person (both Academic lead and relevant stakeholders). Each job and request is logged on the central drive in the relevant job log spreadsheet and is given a unique job number, job description and deadline date, from receipt of a brief and/or a request from within the department.

9.4. The designated department/individual will vet the advertisement or promotional material/news to ensure that it is complete, accurate and in compliance with any awarding body's requirements (referencing any agreed LSST brand guidelines or instructions or branding from an awarding body) and with the Regulatory Framework's Principles and Indicators (or independent governance process). Feedback is normally expected within three working days.

9.5. If required in accordance with any agreements with the course awarding body or other external stakeholders or partners, the designated Department or a member of the Marketing team, where applicable, shall forward the draft marketing communication for approval.

9.6. After vetting by the relevant department (including any external approvals from key partners) the Marketing Department implements any required changes, discusses and seeks final approval to issue the publicity material from the Publications Committee.

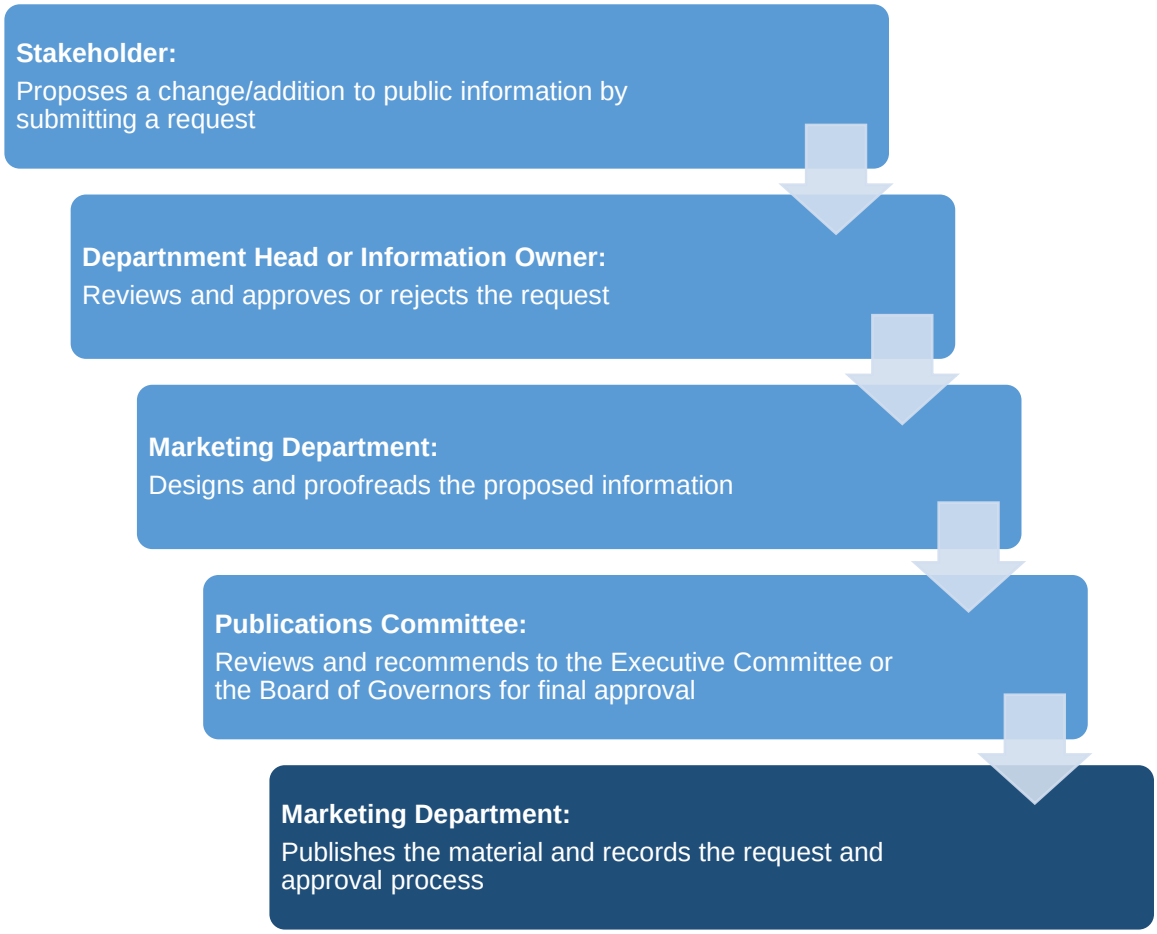
9.7. In cases involving new LSST courses, new partners or significant changes to previously approved content in the public domain, the Head of Marketing or designate will consult with relevant senior colleagues and the Publications Committee to seek formal sign-off.

9.8. Upon receiving approval, the Marketing Department team member will then log the sign-off from the Publications Committee and link a job log spreadsheet to the relevant sign-off to ensure an accurate audit trail. The Marketing Department will then advertise or disseminate the publicity material and make the same available to prospective students at the appropriate time using the intended mechanism.

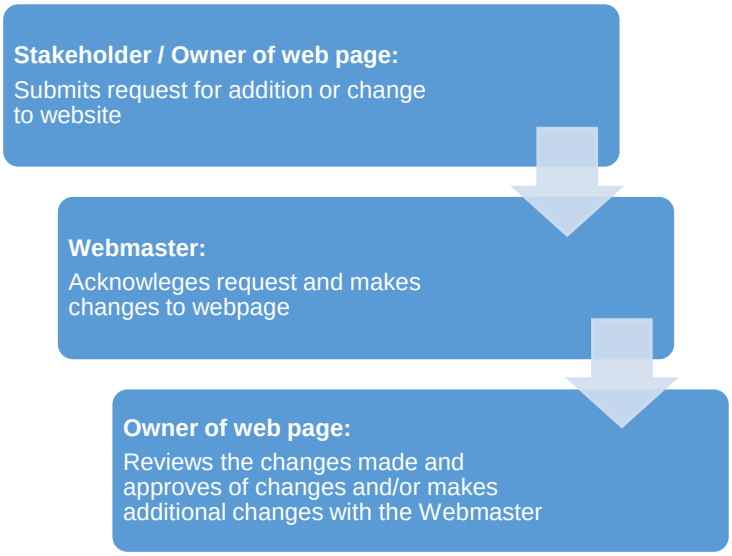
9.9. The Marketing Department will file the final approved advertisement / promotional material / news in their archive.

9.10. Staff are informed of the said advertisement / promotional material. Updates are provided through the Website Log and Publications Log maintained by the Marketing Department and the Policy Log, maintained by the Quality Team, which are circulated to Executive Committee members who ensure their managers are appropriately briefed.

9.11. Vetting Process for Publicity Materials: Visual Flowchart



9.12. Process for Making Website Changes



10. BI-ANNUAL REVIEW AND IMPROVEMENT PROCEDURE

10.1. The Marketing Department annually reviews all marketing related design and copy to ensure it is accurate, comprehensive and aligned with LSST values and confirmed Brand Guidelines. This review covers:

- Conformity to the set Brand Guidelines.
- Accuracy of information.
- The operation of any promotions and the related terms and conditions.
- Choice of words, accuracy and ability to substantiate any claims made in promotional materials (*e.g.* “best tutors” *etc.*).

10.2. Any minor, regular changes (*e.g.* amendments to wording, stylistic changes, *etc.*) are executed by the responsible marketing manager/team leader/brand team and are recorded in the log, noting the affected marketing material, the changes made and the effective date.

10.3. When a need for a significant revision is identified, it is executed in accordance with expectations outlined by the Publications Committee.

10.4. The Marketing Department archives all promotional and recruitment material in the central creative drive for future reference.

11. RESPONSES TO COMPLAINTS OR FEEDBACK RELATED TO PUBLISHED INFORMATION

11.1. LSST proactively seeks to avoid any instance of misleading or erroneous published information through adherence to this policy. Corrective action may be necessary where errors are identified or in response to feedback.

11.2. Whenever errors or omissions are identified, or as a result of feedback, the vetting processes will be reviewed and evaluated to assess and mitigate the risks of reoccurrence.

PART THREE: Processes to Support and Ensure the Accuracy of Public Information Related to New Courses

12. INTRODUCTION OF NEW COURSES AND MODULES

12.1. LSST offers higher education academic award bearing courses either under its own Degree Awarding Powers, or through a Franchise arrangement with a partner institution that holds its own degree awarding powers.

12.2. In the case of Franchise partners, the course admission requirements, content and assessment will be prescribed by the awarding institution, which will also have its own quality assurance processes with which the School will be required to comply.

12.3. For LSST's own courses, it is responsible for all content, requirements and publications for the courses.

12.4. When considering new courses and modules in a franchise or validation arrangement with an academic partner, LSST seeks to ensure that:

- The new course or module is consistent with the Mission Statement.
- There are, or will be, sufficient resources available to ensure that potential students are able to satisfy the outcomes of the course.
- The application form and any supporting documentation presented to the partner institution is prepared and presented in a way that ensures confidence on the part of that institution and complies with the requirements of the partner awarding body or university partner.
- That no marketing collateral or marketing activity takes place without the permission of the partnering awarding body.

12.5. For the purposes of approving its own new courses or modules, LSST has a published Course Approval Policy and Process which sets out in full the stages of a course proposal and its development and approval. This policy also establishes the timelines and approvals for publication of materials relating to any new LSST award.

VERSION HISTORY

Version	**1.0**	
Original author(s):	Quality Manager Head of Admissions and Marketing	
Reviewed by:	N/A	January 2019

Version	**1.1 – 1.2**	
Revised by:	Quality Audit Manager	
Revision summary:	*Formatting and version control applied. Minor changes to text, auto numbering and pagination. Reviewed by Publications Committee; Executive Committee recommends Board of Governors' approval of revisions.*	
Approved by:	Board of Governors	September 2019
Version	**1.3**	
Revised by:	Quality Audit Manager Dir. Admissions and Marketing	
Revision summary:	*Annual review and update – minor factual amendments relating to changes of responsibility.*	
Approved by:	Board of Governors	October 2020
Version	**1.4**	
Revised by:	Principal Quality Unit	
Revision summary:	*Annual review and update; Amendments to Process for Making Website Changes. Document reformatted and version control added.*	
Approved by:	Board of Governors	November 2022
Version	**2**	
Revised by:	Principal Quality Unit	
Revision summary:	*Annual review; version control added.*	
Approved by:	Board of Governors	October 2023
Version	**3**	
Revised by:	Quality Unit	
Revision summary:	*Annual review and update, minor grammatical corrections, document format applied, version control applied.*	
Approved by:	Board of Governors	October 2024
Version	**4.0**	
Original author(s):	Quality Manager Head of Admissions and Marketing	
Revised by:	Quality Unit	
Revision summary:	*Annual review and update –* *Scope of policy enhanced under point 2. Minor grammatical corrections, document format applied, version control applied.*	
Reviewed by:	Publications Committee	September 2025
Approved by:	Board of Governors	October 2025
Version	**4.1**	
Original author(s):	Quality Manager Head of Admissions and Marketing	
Revised by:	Quality Unit	

Revision summary:	*Section 11 added on responses to complaints or feedback. New section 12 added under part three on introduction of new courses and modules.*	
Reviewed by:	Publications Committee	January 2026
Approved by:	Board of Governors	January 2026
Version	**5.0**	
Original author(s):	Quality Manager Head of Admissions and Marketing	
Revised by:	Quality Unit	
Revision summary:	*Annual review and update –* *Minor grammatical corrections, document format applied, version control applied.*	
Reviewed by:	Publications Committee	October 2026
Approved by:	Board of Governors	October 2026