

	<p style="text-align: center;">Advertising and Marketing Policy</p>	Ref:	044
		Issue Date:	November 2017
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This document is Serendipity Healthcare Ltd overarching policy and is based on the British Code of Advertising, Sales Promotion and Direct Marketing Practice (together the “CAP Code”).

**LEGAL:**

No Advertisement or Marketing should contain anything that is in breach of the law nor omit anything that the law requires.

**DECENT:**

No Advertisement or Marketing should contain content that is: likely to cause grave or widespread offence or embarrassment; not suitable for publication or display; or likely to subject Serendipity Healthcare Ltd to criticism or embarrassment.

Serendipity Healthcare Ltd Marketing materials are distributed on an unsolicited basis and the contents should be acceptable to people within a wide range of sensibilities. Even though an advertisement may be legal, advertising copy can be offensive to multiple people. Accordingly, to avoid causing widespread embarrassment or upset, we reserve the right not to permit advertising where we, in our discretion, feel it may cause offence. Specifically -

No advertisements or marketing that promote discrimination on the grounds of a person’s religion, race, sex, disability, or sexual orientation or age.

**HONEST & TRUTHFUL:**

No Advertisement or marketing should, whether by inaccuracy, ambiguity, exaggeration, omission, or neglect, mislead users about any matters likely to influence their attitude to the advertised product or service.

By following these principles, we aim to:

- ❖ Create fair and transparent rules that can be followed by all our customers/clients.
- ❖ Protect the interests and reasonable expectations of the users of our products.
- ❖ Demonstrate our support for the codes and guidelines set out in the CAP Code; and
- ❖ Meet the obligations imposed both on ourselves (as publisher) under law and regulation in the United Kingdom.

Reviewed 14<sup>th</sup> October 2025

S Pickles  
Director