



ACCEPTANCE OF ADVERTISING POLICY

1. The British Section may promote appropriate and relevant educational opportunities as well as other services that may be of interest or help to British Section families through its print publications (Insites, British Section newsletter etc.) or on its website www.britishsection.fr.
2. **Acceptable Advertisers** – As the British Section’s principal object relates directly to the education of children, the British Section considers that, for ethical reasons, it should not promote organisations/companies in certain categories. Accordingly, the British Section will not accept to publish advertisements:
 - from any entity whose activities relate directly to tobacco products, electronic cigarettes, alcohol, fast-food, recreational drugs, arms, gambling, pornography / sex industry;
 - from political parties or politicians in their capacity as such;
 - from any entity engaged in any illegal activity;
 - where the entity is otherwise tainted by illegality, serious allegations of criminality and/or socially unacceptable behaviour (judged against the British Section’s view of socially accepted standards);
 - other entities or fields of activities which may be considered to cause embarrassment or likely to damage the reputation of the British Section and/or are included on a blacklist which may be maintained by the Board and revised periodically in the Board’s discretion.
3. **Discretion to refuse** – The British Section will always be entitled to decide, in its entire discretion, to refuse to print any advertisement.
4. **Revision and interpretation of Policy** – The British Section may at any time revise this Policy and will publish the revised version in an appropriate manner normally by posting it on the website. The British Section will also have the right to interpret the terms of this Policy in the event of any question arising.