

HANDBOOKS, ADVERTISING AND OTHER PUBLICATIONS

The University creates and distributes a vast amount of information in the form of advertising, brochures, handbooks, prospectuses and other related documents. Some of this material is in hard copy form while other information appears on the University's website.

It goes without saying that this information should be accurate and factually correct. But it is not enough for information to be technically or narrowly correct – the representation as a whole must give the correct overall impression.

Special care must be taken when you refer to:

- Characteristics of the service, course or product that will probably be very important to your students or customers (eg the identity of a particular lecturer giving a special seminar);
- Any characteristics of the service, course or product that are subject to variation;
- Future events which might or might not occur.

Even silence can be misleading when it is clear that your students or customers have the wrong idea and are relying on your information (or lack of it).

Please contact Legal Services on Extn: 2495 for further advice on advertising and other related issues.