

Social Media & Marketing Statement

(Summary for Schools and Partners)

Provider: Marc Tuyens

Service: Independent Career Coaching and Career Guidance for Secondary Schools

Our Commitment

Marc Tuyens is committed to using social media and marketing responsibly, ethically, and in line with UK **safeguarding** and **data protection** standards.

All promotional and online activity reflects the professionalism, integrity, and educational values expected when working with young people in schools.

Professional Standards

- Social media is used **only for professional purposes**, such as sharing career-related information, events, and resources.
 - All online communication with students takes place **through approved school systems** or professional email accounts — **never through personal or private social media**.
 - Content shared online will be **positive, inclusive, and educational**, avoiding bias, stereotypes, or controversial topics.
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Use of Images and Testimonials

- No photographs, videos, or identifying details of students will ever be used without **written consent** from the school and (where appropriate) parents or carers.
 - Testimonials or anonymised case studies may be shared only with prior consent, clearly stating how they will be used.
 - Consent can be withdrawn at any time, and the content will be removed immediately.
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Data Protection and Privacy

- Personal data will only be used for marketing purposes with informed consent, in compliance with the **Data Protection Act 2018, UK GDPR**, and **PECR** regulations.
 - No student data will ever be used in marketing or promotional materials.
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Safeguarding and Reputation

Marc Tuyens recognises the importance of protecting students' privacy and the school's reputation.

All content representing the service will be accurate, respectful, and aligned with school policies and safeguarding principles.

Contact:

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