



Ethical Marketing Agreement

1. General Provisions

This Ethical Marketing Agreement (hereinafter — the “Agreement”) establishes the principles, norms, and obligations of Global Masters Alliance (GMA) in the area of ethical promotion, advertising, public statements, and communications related to educational programs, coaching services, mentoring, supervision, research activities, and professional initiatives.

This document is developed in accordance with:

- the ICF Code of Ethics,
- ICF Marketing and Representation Standards,
- principles of honesty, respect, transparency, and professional responsibility.

2. Principles of Ethical Marketing at GMA

2.1. Accuracy and Transparency

GMA commits to providing only accurate, verified, and up-to-date information regarding:

- educational programs,
- training hours and accreditation statuses,
- faculty qualifications, mentors, and supervisors,
- learning conditions and tuition fees,
- achievable outcomes for students or clients.

We do not permit exaggerations, distortions, manipulations, or false promises.

2.2. Compliance with ICF Standards

All marketing communications at GMA comply with:

- the ICF Core Competencies,
- the ICF Code of Ethics,
- the ICF Brand & Trademark Guidelines,
- requirements regarding public representation of credentials and experience.

We explicitly indicate:

- valid ICF accreditations,

- levels of certification (ACC / PCC / MCC),
- program statuses (Level 1 / Level 2 / Level 3/ CCE, etc.).

2.3. Prohibition of Misleading Claims

GMA does not state or promise:

- guaranteed ACC/PCC/MCC certification,
- guaranteed employment,
- guaranteed income increase,
- outcomes that depend entirely on the student's personal effort.

We provide realistic and responsible information about the opportunities and limitations of coaching education.

2.4. Respect for Clients and Psychological Ecology

We exclude any form of:

- pressure,
- manipulative marketing practices,
- the use of fear, guilt, or comparison,
- discrimination or improper generalizations.

GMA communications are grounded in respect, honesty, and support of personal autonomy.

2.5. Accurate Representation of Competence and Experience

Every marketing message from GMA must accurately reflect:

- the qualifications of specialists,
- actual experience,
- verified practice hours,
- confirmed educational background,
- the place of methods and proprietary approaches within ICF standards.

We do not use titles, statuses, or wording that may mislead consumers.

2.6. Responsible Use of Testimonials and Case Studies

GMA commits to:

- using testimonials and case studies only with written consent,
- not altering the content of testimonials,
- avoiding fabricated cases or artificial results,
- clearly stating the context of the reported outcome.

2.7. Ethical Use of Digital and Social Media

We ensure:

- respectful communication with the audience,

- appropriate responses to complaints, inquiries, and comments,
- no aggressive selling or hidden advertising,
- clear disclosure of promotional materials.

3. GMA Obligations as a Coaching Education Provider

GMA commits to:

- respecting consumer rights and autonomy,
- providing complete and accessible information,
- maintaining high professional reputation,
- ensuring that marketing accurately reflects the quality of training,
- protecting confidentiality of students' and clients' data,
- staying open to inquiries and audits from ICF.

4. Responsibility and Compliance Oversight

Responsibility for compliance with this Agreement lies with:

- GMA leadership,
- the Education Programs Department,
- the Marketing Department,
- program faculty and instructors,
- mentors, supervisors, and internal coaches representing GMA publicly.

GMA conducts regular audits of marketing content (quarterly) and updates the policy in accordance with revisions to ICF standards.

5. Final Provisions

This Agreement:

- is mandatory for all employees, contractors, faculty members, and representatives of GMA,
- is published for open access to students and clients,
- is updated in alignment with international standards and ICF policy changes.

GMA affirms its commitment to ethical marketing as an integral component of professional educational practice.

Global Masters Alliance (founder)
Galina Vdovichenko, MCC ICF

