



Ethics and Transparency Policy

1. Purpose of the Policy

This Policy defines the commitments of Global Masters Alliance (GMA) to ensure transparency, honesty, and ethical conduct across all educational, organizational, and marketing activities.

The document is developed in accordance with:

- the **ICF Code of Ethics**,
- **ICF Coaching Education Standards**,
- principles of openness, accuracy, integrity, and respect toward students, partners, and the public.

2. Principles of Transparency and Ethical Conduct

GMA adheres to the following principles:

2.1. Honesty and Accuracy

We commit to providing only accurate, verified, and up-to-date information regarding:

- programs and curriculum,
- instructional hours,
- training format,
- tuition and financial conditions,
- faculty and mentor qualifications,
- accreditation status of programs.

We exclude exaggeration, manipulative claims, or misleading promises.

2.2. Transparency of Learning Conditions

GMA ensures that students have access to clear information about:

- program structure,
- curriculum and required hours,
- certification requirements,
- attendance and participation policies,
- financial terms,
- refund and transfer policies.

All conditions are communicated **before** enrollment and payment.

2.3. Compliance with Ethical Standards

All GMA representatives must follow:

- the ICF Code of Ethics,
- internal GMA norms,
- principles of non-directiveness, respect, and partnership.

Faculty, mentors, and supervisors are required to demonstrate professional behavior that reflects the highest standards of the coaching profession.

2.4. Respect for Student Autonomy

GMA guarantees:

- voluntary participation,
- absence of pressure or coercion,
- non-manipulative communication,
- respect for individual boundaries and decisions.

We support conscious choice and respectful interaction.

2.5. Accurate Representation of Qualifications

GMA commits to:

- stating actual ICF credential levels (ACC / PCC / MCC),
- accurately representing the experience and competencies of specialists,
- avoiding overstated, unverified, or misleading claims,
- preventing the use of titles or credentials that do not belong to the individual.

3. Financial Transparency

GMA provides clear and accessible information regarding:

- tuition costs,
- payment schedules,
- installment options,
- refund policy,
- transfer and withdrawal conditions.

All financial terms are documented and communicated to the student in advance.

4. Transparency of the Educational Process

GMA ensures:

- clearly articulated learning goals and outcomes,
- transparent assessment criteria,
- access to learning materials,
- clear feedback structure,
- explicit role distinctions (faculty → mentor → supervisor → trainer → tutor).

We create an understandable and predictable learning environment.

5. Transparency in the Use of the ICF Brand

GMA commits to:

- correct use of ICF logos and trademarks,
- not claiming accreditations or statuses we do not hold,
- accurately declaring the accreditation status of programs and faculty,
- updating information according to current ICF standards.

6. Procedure in Cases of Ethical or Transparency Violations

If a student or GMA representative notices a violation of transparency or ethical standards, they may submit a concern to:

- GMA administration,
- the program lead,
- any official communication channel.

GMA commits to:

- reviewing the concern within **7 business days**,
- investigating the situation,
- taking corrective measures to restore transparency and fairness.

7. Confidentiality

All inquiries, personal student data, and internal information are kept strictly confidential.

GMA does not share personal data with third parties without explicit consent.

8. Final Provisions

- This Policy is mandatory for all GMA staff, faculty, mentors, supervisors, and representatives.
- The Policy is updated in accordance with ICF standards and GMA internal quality requirements.
- It applies to all GMA educational programs without exception.

Global Masters Alliance (founder)
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