



**Global Banking School**  
**891 Greenford Road, London**  
**UB6 0HE**  
**+44 (0) 207 539 3548**  
[info@globalbanking.ac.uk](mailto:info@globalbanking.ac.uk)  
[www.globalbanking.ac.uk](http://www.globalbanking.ac.uk)

## **GBS Public Information Policy**

© 2022 Global Banking School

<b>Document title</b>	GBS Public Information Policy
<b>Version</b>	V1.1
<b>Approved by</b> (Oversight committee)	Board of Directors
<b>Policy lead</b> (Staff member accountable)	Director Academic Standards and Quality
<b>Date of original approval</b>	February 2022
<b>Date of last review</b>	December 2024
<b>Changes made at the last review</b>	Minor editorial changes (Dec 2024)
<b>Date effective from</b>	December 2024
<b>Date of next review</b>	December 2024

<b>Related GBS policies</b>
<ul style="list-style-type: none"> <li>▪ GBS Data Protection Policy</li> <li>▪ GBS Social Media Policy</li> <li>▪ GBS Equality and Diversity Policy</li> <li>▪ GBS Communications Policy</li> <li>▪ GBS Data Breach Policy</li> <li>▪ GBS Privacy Policy</li> </ul>
<b>External Reference Points</b>
<ol style="list-style-type: none"> <li>1. Information Commissioner’s Office, Accessed online at: <a href="https://ico.org.uk/">https://ico.org.uk/</a></li> <li>2. UK Public General Acts, <i>Data Protection Act 2018</i>, Accessed online at: <a href="https://www.legislation.gov.uk/ukpga/2018/12/contents/enacted">https://www.legislation.gov.uk/ukpga/2018/12/contents/enacted</a></li> <li>3. UK Public General Acts, <i>Equality Act 2010</i>, Accessed online at: <a href="https://www.legislation.gov.uk/ukpga/2010/15/contents">https://www.legislation.gov.uk/ukpga/2010/15/contents</a></li> </ol>

## **CONTENTS**

1.	POLICY STATEMENT	4
2.	SCOPE	4
3.	PRESS AND MEDIA COMMUNICATIONS	5
4.	LEGAL CONTEXT	5
5.	EQUALITY AND DIVERSITY	5
6.	WEBSITE AND ONLINE MEDIA	5
7.	THEMATIC AUDIT	5
8.	MONITORING AND REVIEW	6
9.	DATA PROTECTION AND CONFIDENTIALITY	6
10.	ALTERNATIVE FORMAT	6
	ANNEX 1- PROFORMA FOR PUBLIC INFORMATION SIGN OFF	7

## 1. POLICY STATEMENT

1.1. Global Banking School (“GBS”) undertakes to publish and communicate information that is accurate, fair, reasonable, and timely. We aim to enable external audiences to form an accurate impression of GBS and enable them to make informed decisions in regard to their location of study. We will ensure that all Public Information is compliant with Professional, Statutory & Regulatory Bodies’ (PSRB) requirements.

## 2. SCOPE

2.1. This policy covers information published in electronic or printed form which refers to academic programmes, services, corporate strategy, policies, and press and media communication. It does not cover letters, verbal communication, presentations, teaching and learning material, staff recruitment advertisements, the outputs of research and scholarly activity or the content of creative work.

2.2. Specifically, this policy and accompanying procedure aim to assure the accuracy of the following:

- **‘Programme Specification’** – a document approved by our awarding bodies and partner institutions to contain specific information about an individual programme of study, its intended outcomes and the means by which these outcomes are achieved and demonstrated.
- **‘Prospectus’** – substantive document cataloguing programmes and related information. The online prospectus is a digital copy of the approved printed prospectus.
- **‘Website’** – GBS’ central online presence which includes all information for courses, admissions, student support. It is also the main online presence controlling all other social media outlets and representing GBS in the online public domain.
- **‘Publications’** – documents and other items published by GBS itself, including the prospectus, brochures, leaflet, flyers, web pages and other information available to students.
- **‘External Publications’** – documents and other items published by GBS awarding bodies and partners.
- **‘Advertisements’** – text/image which appears in an external publication or

online, where that appearance is paid for by GBS.

- ‘**Directory entries**’ – information published externally without a charge being made to GBS.
- ‘**VLE**’ – GBS virtual learning environment is a resource for current students which enables them to access course and module information.
- ‘**Social Networking**’ – information published by GBS on social networking resources, inclusive of, but not exclusive to, Facebook, Twitter, LinkedIn, Instagram, YouTube, and Tik Tok.

### **3. PRESS AND MEDIA COMMUNICATIONS**

3.1. GBS attracts wide press and media attention at a local, regional, national, and international level. GBS’ aim is to engage with press and media in an effective and constructive manner in order to build GBS’ reputation and to contribute to public debate. To achieve this, key members of staff can authorise representatives to speak on GBS’ behalf. These key members are:

1. Chief Marketing Officer
2. CEO

### **4. LEGAL CONTEXT**

4.1. Public information is communicated in the context of legislation and best practice guidelines, including the Data Protection Act 2018, the GDPR and Freedom of Information Act.

### **5. EQUALITY AND DIVERSITY**

5.1. The Equality Act 2010 provides protection against discrimination, harassment, and victimisation on the grounds of disability and other protected characteristics. It is a legal duty for higher education institutions to anticipate needs and make reasonable adjustments so that disabled students are not placed at a substantial disadvantage compared to students who are not disabled.

### **6. WEBSITE AND ONLINE MEDIA**

6.1. The Digital Marketing department is responsible for the accuracy of the online presence of GBS. Marketing must ensure, through a locally arranged process of regular review and thematic audit, that information is accurate, substantiated and appropriate.

6.2. Any images, video or music must be the copyright of GBS or where this is not the case, must only be used with permission.

6.3. The Digital Marketing Team also monitors all digital outlets for potentially offensive material and aims to ensure that any material is removed as appropriate. Social networking sites badged as belonging to GBS, departments or functions must be managed appropriately, with processes in place to deal with user-created content and behaviours of participants who may not be formally part of GBS.

## **7. THEMATIC AUDIT**

### **7.1. Purpose**

7.1.1. The purpose of the Thematic Audit is to provide a mechanism which enables GBS to confirm that the Public Information Policy is being applied consistently across all outlets.

### **7.2. Ownership**

7.2.1. Thematic audits are overseen by the Marketing Department and managed and led by the Chief Marketing Officer in association with the CEO.

### **7.3. Audit Procedure**

7.3.1. A number of thematic audits will normally be undertaken through the course of the academic year. Such audits will cover specified areas such as the prospectus, the website and VLE to assess current content and practice across all relevant aspects of the UK QAA Quality Code.

## **8. MONITORING AND REVIEW**

8.1. This policy may be amended by GBS at any time and will be reviewed annually to ensure it is fit for purpose. Any issues related to the monitoring and review of this policy, please contact [asgo@globalbanking.ac.uk](mailto:asgo@globalbanking.ac.uk).

8.2. The Academic Standards and Quality Office, receives and approves all the published information.

## **9. DATA PROTECTION AND CONFIDENTIALITY**

9.1. GBS is registered with the Information Commissioner's Office as a Data Controller. Details of the School's registration are published on the Information Commissioners website. GBS as a Data Controller shall implement appropriate technical and organisational measures to ensure that processing of personal information is performed in accordance with the UK General Data Protection Regulations (UK GDPR) and under the Data Protection Act 2018 (DPA).

9.2. All GBS staff and students should be clearly informed about the limits of confidentiality in terms of information sharing in line with data protection law. Please refer to GBS Data Protection Policy for further guidance.

## **10. ALTERNATIVE FORMAT**

10.1. This policy can be provided in alternative format (including large print, audio and electronic) upon request. For further information, or to make a request, please contact the Academic Standards and Quality Office at [asqo@globalbanking.ac.uk](mailto:asqo@globalbanking.ac.uk).

**ANNEX 1- PROFORMA FOR PUBLIC**

**Proforma for Public Information Sign-off**

**Types of public information (please tick)**

Course Handbook	√
Website	√
Prospectus	√
Other (please state)	

**Action/Amendments Required**

- Update all policies and procedures
- Update all course prospectus to reflect the current courses
- Full Report on accuracy of all links on the Website

**Actions Taken**

- Finalised Policies and Procedures
- Finalised design of Prospectus and Handbook
- Full report on website links submitted.

**Date:** 15/11/2022

**Signature of confirmation:**