

Code of conduct and marketing rules for Member of Education Estonia

1. A member of Education Estonia has the obligation to:

- 1.1 Provide a quality educational solution.
- 1.2 Provide customers with correct, accurate and legal information and advice about their educational solution.
- 1.3 Provide an educational solution in which they are competent, and which is legally permitted to be provided. If it is legally necessary (required by law), to ensure that there is a valid activity license to provide the educational solution. If the activity license has been suspended, revoked or expired, the education solution provider must immediately notify the Education Estonia team thereof and the provision of the education solution will be terminated on the Education Estonia website.
- 1.4 Comply with all relevant personal data protection laws and handle all customer data carefully and in accordance with applicable laws and regulations.
- 1.5 Take care of one's good reputation both online, as well as outside of the online environment.
- 1.6 Answer inquiries as soon as possible and follow good practices.
- 1.7 Introduce educational solutions not only on the Education Estonia website but also on its website and other channels. Ensure that the information provided on the website is unambiguous.
- 1.8 Keep up to date with the main innovations of Education Estonia and cooperate with the Education Estonia team.
- 1.9 Participate in meetings, research and brainstorming events organized by the Education Estonia team and monitor, among other things, Education Estonia communication channels for up-to-date information.
- 1.10 Submit the report of the education solution provider to the e-mail address of the Education Estonia project manager regarding the following performance indicators: turnover of the organization, including export turnover, number of users in Estonia and international markets.
- 1.11 Inform the Education Estonia team immediately of any difficulties related to interested parties and customer service.
- 1.12 In the case of a complaint, handle the complaint with special care and provide the necessary answers quickly and accurately.
- 1.13 It is forbidden to register domain names that may give the false impression that they are the official website of the Education Estonia project (eg educationestonia.com/net/org/ee/eu, etc. or other combinations with the words Education Estonia).
- 1.14 Provide feedback to the Education Estonia team, including feedback that will help improve the Code of Conduct and the Marketing Rules for the benefit of all parties.
- 1.15 Ensure that if a Member of Education Estonia violates any requirements set out in the Code of Conduct and/or the Marketing Code and/or other applicable legislation and/or shares false information and/or incurs tax arrears and/or fails to report and/or file a complaint, he or she will make every effort to remedy the breach without delay. Is aware that in case of the above violations and/or if there is no permission to provide an educational solution due to legislation, the Education Estonia team may suspend the provision of the educational solution service or terminate the contract.

2. Marketing Rules of a Member of Education Estonia

2.1 We recommend that the member of Education Estonia introduce its membership in its communication channels.

2.2 The member of Education Estonia has the right to use the Education Estonia member logo (label/sign) on its website and marketing materials, the design options of which are as follows:



2.3 Member of Education Estonia has the right to use the member of Education Estonia logo, if the education solution provider has signed the code of conduct and marketing rules and the Education Estonia team has sent the logo files and instructions to the member.

2.4 To use the Education Estonia member logo, the member of Education Estonia must link the logo file to the Education Estonia website or in other web-based marketing materials when using it on the website or other web-based marketing materials, to direct customers/interested parties to find more information about Education Estonia membership and Education Estonia.

2.5 A member of Education Estonia is allowed to use the logo of the umbrella brand Education Estonia only with the prior permission of the Education Estonia team.

2.6 If a member of Education Estonia uses the Education Estonia member logo on a website and in marketing materials in a language other than English, we strongly encourage you to refer to "Education Estonia" at least for the first time in English, as the name is internationally known and helps customers find more information.

2.7 Members of Education Estonia are advised to use the English text on their website/social media to introduce their membership. The following is an introductory example of information in English and, if necessary, in Estonian, which the member may shorten and adjust as necessary:

"... (name of the organization) is highlighted by the Education Estonia and has been acknowledged as the Member of Education Estonia.

Education Estonia connects you with the components of Estonian education, whether it be digital solution, consulting, training or other.

Education Estonia – your guide to smart solutions for education innovation.

More information at educationestonia.org"

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