Ethical Marketing Agreement

As an ICF Accredited Provider, the Institute of Positive Psychology Coaching (IPPC) is committed to ethical, transparent, and respectful marketing practices in accordance with the International Coaching Federation's Statement on Ethics, Integrity, and Transparency Policy. This includes full alignment with the ICF Core Values, Ethical Principles, and standards of conduct expected of all ICF Professional Coaches and Accredited Providers.

Honesty and Integrity in Marketing

The IPPC is dedicated to clear, honest, and accurate communication in all promotional and informational materials. We strive to represent our programs, services, and outcomes with integrity and without exaggeration, ensuring that current and prospective students, clients, partners, and organizations can make informed decisions.

Privacy and Data Protection

The IPPC respects the confidentiality, security, and privacy of all personal data shared with us. We will never share, sell, or misuse your personal information for organizational gain. Data will be collected and used solely for the purpose it was provided and stored securely in accordance with applicable privacy laws and best practices.

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Anti-Spam and Consent-Based Communication

In compliance with Anti-Spam legislation, IPPC commits to the following principles when conducting email and digital outreach:

- We will obtain clear and documented consent before sending marketing communications.
- All messages will include our accurate organizational identification and contact details.
- Every marketing message will include a clear and accessible option to unsubscribe.

This policy applies to all communications with current and future participants, clients, collaborators, and organizational partners.

For questions or concerns related to IPPC marketing or data use, please contact: info@theippc.com

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