



College Property: In addition to the College's physical campuses and centres, includes, for the purposes of this policy, technology and technological spaces such as websites, intranets, online learning platforms and social media channels that are managed by the College.

External Commercial Activities: Advertising and/or the promotion of goods or services from outside the College Community on College Property, on either a for-profit or a not-for-profit basis

External Groups: Any group that is not affiliated with the College or sponsored by the College, including but not limited to commercial, not-for-profit and community groups.

Promotional Activities: Activities that encourage the sale or exchange of goods or services

#### D. POLICY STATEMENTS

1. Douglas College has the right to restrict where, when and how advertising and Promotional Activities appear on College Property
2. All Advertising displayed on College Property is subject to Advertising Standards Canada guidelines including, but not limited to, the Canadian Code of Advertising Standards
3. Advertising and Promotional Activities are prohibited in classrooms, labs and other areas dedicated primarily to academic instruction.
4. Advertising and Promotional Activities that promote the use of alcohol, tobacco, cannabis, e-cigarettes, firearms or other weapons are prohibited.
5. Advertising and Promotional Activities that could be considered hateful, racist, discriminatory or that contribute to an unsafe environment are prohibited.
6. As a non-partisan institution, the College welcomes political discussion and discourse in general, including in the context of club activities and may host meetings or forums for political parties or candidates, providing all parties are provided equal opportunity to participate. However, Advertising and Promotional Activities intended to advance political candidates or parties for federal, provincial or municipal elections are prohibited.
7. Advertising and Promotional Activities must be conducted and/or printed in English or include an English translation.
8. Advertising and Promotional Activities on College Property must be approved through the Office of the Vice President, Public Affairs with the exception of activity relating to Bulletin Boards which is approved by Facilities or the Douglas Student Union.
9. Any revenue obtained through Advertising or Promotional Activities on College Property will be dedicated to supporting Douglas College students, programs, special projects or equipment

