

Equality and Diversity Policy

1. POLICY STATEMENT

Digital Marketing School is committed to providing equal opportunities for staff, students, applicants and all persons with whom it deals. It will not tolerate discriminatory behavior concerning ethnicity, race, religious belief, gender, sexual orientation, gender identity, gender reassignment, marital status, pregnancy, maternity, age or disability, or mental health. These characteristics align with the protected characteristics defined in the **Equalities Act 2010**.

Digital Marketing School will continually develop strategies and procedures to tackle the varying forms of discrimination. These will broadly fit into the following categories:

- Direct discrimination – a person is not treated equally due to the above characteristics. This includes discrimination based on association, where a person is treated less favorably because of their association with another person with a protected characteristic and discrimination based on perception, where a person is treated less favorably because of a mistaken perception that they have a protected characteristic.
- Indirect discrimination – where a requirement, situation or condition, applied to all, has a potentially adverse effect on one or more groups.
- Harassment – where someone is subjected to unwanted conduct based on one of the protected characteristics.
- Victimisation – where someone is treated less favorably due to action taken against others under equality and diversity legislation.

2. STUDENTS

Digital Marketing School will offer equal access to all its courses and encourage the recruitment of students from the broadest possible audience nationally and internationally. This will be reinforced by:

- Marketing literature produced for all courses.
- An admissions process, which is sensitive and supportive to the needs of all students, includes an enrolment process and provides for the assessment of learning support for students with special needs.
- The course review process will monitor the curriculum, student progress and achievement to ensure equal opportunity.
- All materials used for distance learning study and assessment will be evaluated before issue to ensure that they do not contain anything that could be considered discriminatory or offensive to individual students or groups.

- Statistical information regarding student equality and diversity will be provided to monitor provision. It will focus on
- Enrolment data by equalities characteristics monitored by the **Higher Education Statistics Agency (HESA)**.
- Student progression and achievement data by age, gender, **SEN** status and ethnicity.

3. SPECIAL EDUCATIONAL NEEDS

Providing access to education and learning to a broad and diverse body of students is an integral principle of **Digital Marketing School's** operating ethos. Its modes of delivering **higher education** are designed with the diverse needs of students in mind and to provide students with flexibility and choice to help overcome some of the barriers they may face to learning. **Digital Marketing School** also recognizes that individual students may have specific disability needs that require additional support and special arrangements to be made. This policy sets out the principles by which reasonable adjustments will be made in dialogue and consultation with the student.

Digital Marketing School is committed to dealing in a fair and considerate manner with the disability needs that individual students may have and, wherever possible, to make reasonable adjustments to its operating procedures to accommodate those needs whilst maintaining the integrity of the academic standards and quality of the qualifications it offers.

Special arrangements will be made on an individual basis, based on precedent, and may include, but are not limited to:

- Special arrangements in examinations
- Extra time in examinations (e.g. for students with a learning disability)
- Accessibility arrangements
- Provision of learning materials in large/or alternative formats and fonts

Students are expected to make a disability known to their Admissions Advisor at the point of application or to their Student Support team as soon as the disability becomes known. **Digital Marketing School** staff will endeavor to assess the student's needs and the implications for their study. Where appropriate, evidence may be required to support a request for special arrangements. Requests for special arrangements without precedent will be referred to the Student Affairs Committee for review or may be escalated to the Academic Board or other body as appropriate if they require a policy decision.

4. STAFF

Digital Marketing School is an equal opportunity employer and is fully committed to a policy of treating all its employees and job applicants equally.

Digital Marketing School will avoid unlawful discrimination in all aspects of employment, including recruitment and selection, promotion, transfer, opportunities for training, pay and benefits, other terms of employment, discipline, and selection for redundancy and dismissal.

The **school** will take all reasonable steps to employ, train and promote employees based on their experience, abilities and qualifications without regard to race, color, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment, age, marriage and civil partnership or disability. In this Policy, these are known as the "protected characteristics". The **school** will appoint, train, develop and promote based on merit and ability alone. The school will also take all reasonable steps to provide a work environment in which all employees are treated with respect and dignity, and that is free of harassment based upon an employee's race, color, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment, age, marital or civil partnership status or disability. **Digital Marketing School** will not condone any form of harassment by employees or outside third parties who do business with the schools, such as clients, customers, contractors and suppliers.

Employees must cooperate to ensure that this policy effectively provides equal opportunities and prevents discrimination, harassment or bullying.

Action will be taken under the **School's** staff disciplinary procedure against any employee found to have committed an act of unlawful discrimination, harassment, bullying or intimidation. Severe breaches of this equal opportunities and dignity at work statement will be treated as potential gross misconduct and could render the employee liable to summary dismissal. Employees should also bear in mind that they can be held personally liable for any act of unlawful discrimination.

Employees must not harass, bully or intimidate other employees for reasons related to one or more protected characteristics. Such behaviour will be treated as potential gross misconduct under the **school's** disciplinary procedure. Employees who commit brutal acts of harassment may also be guilty of a criminal offence.

The **school** will also take appropriate action against any third parties who are found to have committed an act of unlawful harassment against its employees.

Employees should draw the attention of their line manager to suspected discriminatory acts or practices or suspected cases of harassment. Employees must not retaliate against an employee who has made allegations or complaints of discrimination or harassment or provided information about such discrimination or harassment. Such behaviour will be treated as potential gross misconduct following the disciplinary procedure. Employees should support colleagues who suffer such treatment and are making a complaint.

The **school** will take all reasonable steps to eliminate indirect discrimination in all aspects of employment.

Digital Marketing School's Staff Handbook contains detailed procedures for staff recruitment, advertising, selection, promotion and payment, which regard this policy's priorities. It also includes procedures to be followed in cases of alleged bullying.

Digital Marketing School will regularly monitor the effects of selection decisions, personnel, pay practices, and policies to assess whether equal opportunity and dignity at work are achieved. This will also consider any possible indirectly discriminatory effects of its working practices. If changes are required, the **school** will implement them. The **school** will also make reasonable adjustments to its standard working practices to overcome barriers caused by disability.