



دائرة رأس الخيمة للمعرفة
RAS AL KHAIMAH
DEPARTMENT OF KNOWLEDGE

Private School Advertisement Approval Policy

Ras Al Khaimah Department of Knowledge

1. Introduction

This policy ensures the responsible and accurate preparation of all published information related to private school advertisements, preventing misinformation. It streamlines the approval process for media and marketing materials by outlining the validation requirements of RAK DOK. School advertising materials that require review and approval by RAK DOK include, but are not limited to, various communication channels such as websites, prospectuses, advertisements, interviews, and social media profiles.

2. Definitions

Term	Definition
Advertisement	Any form of communication intended to promote the school, its programs, achievements, or services, whether through digital, print, or broadcast media.
Approval Validity	The approved time duration during which a school may legally use the advertisement; in this policy, it is valid for three months from the approval date.
Compliance Audit	An official review conducted by RAK DOK to evaluate adherence to this policy, including the accuracy of advertisement content and the fulfillment of approval conditions.
Cultural Norms	Established values, customs, and traditions that reflect the identity of the UAE and are consistent with Islamic principles and local expectations.
Deceptive Information	Any representation that misleads or falsely portrays the school's services, achievements, affiliations, or credentials.
Educational Purpose	The intent behind the communication must be to support learning, promote institutional transparency, or convey factual school-related information.
Marketing Materials	All tools or documents used for promotional purposes, including websites, brochures, social media posts, and audiovisual content.
Misinformation	False or inaccurate information, particularly content that may mislead the public or is intentionally designed to deceive.
Parental Consent	Written approval obtained from a parent or legal guardian authorizing the use of a student's image or likeness in promotional materials.
RAK DOK	Ras Al Khaimah Department of Knowledge – the authority responsible for oversight and regulation of private schools and related educational practices in Ras Al Khaimah.

3. Media Materials Covered

The following media materials require approval before publication:

- Institution website and social media platforms (e.g., Instagram, X, Facebook, LinkedIn)
- Printed materials (e.g., newspapers, brochures, leaflets, prospectuses, catalogues)
- Posters
- Broadcast commercials, interviews, and television
- Non-broadcast electronic media, including online advertising
- Any advertisement material that aims to attract new student registration and/or increase enrollment.

4. Conditions for Advertisement Approval

To obtain approval, the following conditions must be met:

- The school must hold a valid education license/ Initial license from MOE or RAK DOK ¹.
- Any advertised information related to fees, curriculum, building plans, or other school details must first be reviewed and approved by RAK DOK.
- Promotional materials must not contain deceptive or misleading information.
- Any applicable fines or violations owed to RAK DOK must be paid before any approval will be provided.
- Content must align with Islamic principles, respect the national identity of the UAE, and adhere to prevailing cultural norms.
- Advertised information must be truthful and suitable for educational purposes, aligning with the values, morals, customs, and traditions of UAE society.
- All marketing and advertising materials must comply with all applicable UAE laws and regulations related to advertising, consumer protection, and education.
- Tuition fee collection is permitted only after a site visit has been conducted to verify the building's readiness.

5. Required Documents for Approval

Schools must submit the following documents when requesting advertisement approval:

- The advertisement material for review.
- Parental consent is required if the advertisement contains any pictures of students.
- Consent from the picture owner(s) is required if the advertisement contains photos of students and individuals other than students (e.g., if photos of teachers are to be used, they must provide written consent).

¹ Noting: schools will have an education license from MoE until the time of renewal and this education license will then be issued from RAK DOK.



- Approval from the entity that owns the images if the advertisement contains institution-owned or website images.
- Pledge that the school has not breached any copyright laws.

6. Application Process

Schools may apply for advertisement approval through the following methods:

6.1 Website Submission:

1. Visit the RAK DOK website and log in with a user ID or UAE Pass.
2. Navigate to "Services" > "Advertising Service."
3. Click "Start Service."
4. Complete the required details, including school name, responsible person, contact details, and purpose of the advertisement.
5. Attach the necessary documents.
6. Pay the applicable fees.

7. Processing Time

The standard processing time for advertisement approvals is three working days.

8. Advertisements Not Requiring Approval

The following types of advertisements **do not** require RAK DOK approval, although approval is not required; such adverts must be truthful and in line with UAE values and cultural norms.

- Celebrations of student achievements
- Advertisements supporting UAE national events or occasions
- Advertisements targeting staff recruitment
- Accolades, prizes, skills, earning of a certificate, credential, or qualification etc
- Felicitations of staff members and/or students for achievements
- Communicating announcements that RAK DOK has shared with schools to communicate with their community

9. Advertisement Validity

- Approved advertisements remain valid for three months from the date of approval.
- If a school wishes to renew an approved advertisement after the expiration date, the school must submit a new request.



10. Compliance

Effective Date: This policy shall take effect from the start of the Academic Year 2025/26. Full compliance by all private schools is expected by the start of the 2026/27 academic year.

Enforcement and Penalties: Schools that do not adhere to this policy will be subject to accountability measures as stipulated by RAK DOK, including possible penalties or other corrective actions. Non-compliance may result in intervention by RAK DOK as per UAE federal regulations.

Compliance Audits: RAK DOK reserves the right to conduct periodic audits to ensure schools comply with this approved policy. The school administration must promptly resolve any discrepancies found during these audits to avoid further action.

11. Feedback and Improvement

Annual Review: RAK DOK will conduct a yearly review of this policy to incorporate feedback, address emerging needs, and ensure it aligns with the latest educational standards and regulatory requirements.

Feedback Mechanisms: School administrators are encouraged to submit feedback on this policy to RAK DOK, which allows for continuous improvement based on schools' practical experiences.

12. Contact Information

For any questions related to this policy, please contact: info@dok.rak.ae

13. Conclusion

This policy provides a structured framework for ensuring the accuracy, transparency, and compliance of private school advertisements with RAK DOK regulations and UAE laws. By adhering to these guidelines, schools contribute to maintaining the integrity of educational marketing practices while upholding national values and cultural standards. Schools are encouraged to carefully review their promotional materials and seek necessary approvals to prevent any misinformation or non-compliance issues. Through this approach, the education sector can foster trust, accountability, and responsible advertising practices.

14. Revision History

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Note:

This policy is issued and controlled by Ras Al Khaimah Department of Knowledge (RAK DOK) the "Authority". It is understood that this policy is to be treated as confidential and the same should not be copied. Any disclosure in whole or in part for any purpose is considered as not authorised unless prior written permission is obtained from the Authority.

