Public Information Policy – European City University (ECU)

1. Purpose
This policy ensures that all information disseminated to the public by European City University (ECU), whether through its website, printed materials, or social media, is accurate, up-to-date, ethically presented, and aligned with the university's values and legal responsibilities.

2. Scope
This policy applies to all units, staff, and contributors responsible for producing or managing content published via:
- Official website (www.cityu.edu.eu)
- Social media accounts (e.g., Facebook, LinkedIn)
- Promotional materials, brochures, and public emails

3. Policy Statements
- - All official public information must be reviewed and approved by the General Administration Office with Director General's signature (digital/print)
- - Academic information (program details, outcomes, admissions, fees) must be validated by the respective academic department before publication.
- - ECU complies with applicable data privacy regulations (e.g., GDPR). Consent is required before publishing any identifiable student or staff information or photos.
- - The university must date-stamp and version all documents describing academic programs.
- - In case of an error, a correction must be made publicly within 5 working days.

4. Responsibilities
- - The General Administration Office oversees website and social media content.
- - Academic departments are responsible for the accuracy of academic program information.
- - All staff are expected to report any discrepancies or errors they identify in public content.