

PENTORA GROUP

Responsible Marketing Policy

Policy 8 of 10 | Version 1.0 | April 2026

Organisation Pentora Group Inc.	Jurisdiction Toronto, Ontario, Canada	Sector Energy — Oil & Gas / CPD
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8.1 Purpose

Pentora Group is committed to marketing its courses and services in a manner that is honest, transparent, and respectful to prospective participants and the wider professional community.

8.2 Core Principles

- **Accuracy:** All promotional materials accurately describe course content, duration, learning outcomes, prerequisites, and fees. No claims are made that cannot be substantiated.
- **Transparency:** The CPD accreditation status of each course is clearly stated. Courses that are pending accreditation will not be promoted as accredited until formal approval has been received.
- **Fairness:** Marketing will not target or exploit vulnerable populations, nor use high-pressure sales tactics.
- **Inclusivity:** Marketing materials reflect the diversity of the audiences Pentora Group serves, including Anglophone and Francophone African professionals, and do not stereotype or exclude groups.
- **Privacy:** Pentora Group will not use participant data for marketing purposes without consent, in accordance with the Privacy Policy.

8.3 Channels

Pentora Group conducts marketing via its website (www.pentoragroup.com), LinkedIn, WhatsApp broadcast, email, and in-person events. All channels are subject to this policy.

8.4 CPD Branding

The CPD Group provider logo and accreditation badges will only be used in relation to courses that have been formally accredited. These marks will not be applied to courses awaiting accreditation.

8.5 Complaints

Any concern about Pentora Group's marketing practices should be directed to info@pentoragroup.com and will be handled in accordance with the Complaints Policy.

Approved by Dr. Annick N. Adjei, PhD	Date April 2026
Role Founder & Director, Pentora Group Inc.	Review Date April 2027