

Industry Advisory

Action taken against errant PEI over misleading advertising and marketing practices

The Council for Private Education (CPE) has observed overly aggressive advertising and marketing practices by some Private Education Institutions (PEIs), often involving misleading and unsubstantiated claims. In a recent case, CPE has had to direct the PEI to stop all of its advertising and marketing activities for four months until it rectifies the situation.

2 PEIs are reminded to adhere to the [Advertising Code](#) (Code)¹, which provides greater clarity on the requirements on advertisements by PEIs under the Private Education Act. An industry advisory – “[Advertisements contrary to best practices set out in the Advertising Code](#)” – was also sent to PEIs on 20 May 2014 to remind PEIs to adhere to best practices. The advisory and Code may be downloaded from CPE’s website at www.cpe.gov.sg for reference and compliance.

3 CPE requires PEIs to prove that their advertisements are not false and misleading. Failure to do so may result in a conviction with a maximum fine of \$5,000 or a maximum jail sentence of 6 months or both.

4 Managers of PEIs who do not comply with CPE’s direction may be convicted with a maximum fine of \$10,000 or a maximum jail sentence of 12 months or both. A continuing offence after conviction could result in a further fine subject to a maximum of \$1,000 every day.

5 For enquiries or clarifications, please contact the CPE inspector-in-charge of your PEI.

¹ Issued 12 April 2012