

Marketing Ethics

At UKAT, we uphold the highest standards of integrity, transparency and responsibility in all our marketing practices. As a trusted provider of addiction treatment in the UK, we are committed to honest communication that prioritises the wellbeing of individuals and families seeking help. Our approach is guided by compassion, clinical rigour, and respect for every person’s recovery journey.

Clear Identification and Transparency

All websites managed by UKAT or our parent organisation, Emend Healthcare, are clearly identifiable. Each site includes:

- A dedicated **“About”** section outlining ownership and purpose
- A **“Contact”** page for direct communication
- A detailed **Privacy Policy**, explaining how user data is handled and protected

We are fully transparent about who we are and how to reach us, ensuring users feel informed and supported from their first interaction.

Ethical Link Building and Content Integrity

We only engage in reputable and ethical link-building practices. Our backlinks are acquired through genuine partnerships, editorial mentions, and thought leadership — never through manipulation or deception.

We are committed to never engaging in:

- Content scraping or plagiarism
- Spinning or duplicating existing content
- Keyword stuffing or misleading SEO tactics
- Misrepresenting author expertise or fabricating credentials

Instead, we prioritise original, relevant, and insightful content that supports the user journey and reflects our clinical authority.

Respecting Privacy and Consent

We respect the privacy of every individual who contacts us, fully understanding the sensitivities involved in addiction treatment. We never share personal contact details without explicit consent and always seek permission before featuring client stories or testimonials.

If someone contacts our Admissions Team by mistake, our staff will assist them with empathy and professionalism — including helping them connect with the service they were originally trying to reach.

Accurate Representation of Locations

We do not create fictional locations to manipulate local search visibility. Every map listing or geographic reference is tied to a real, CQC-registered UKAT treatment centre.

We are committed to using SEO to reflect the truth and help families who urgently need support.

Respecting Competitors and the Industry

We uphold a culture of mutual respect within the sector.

We do not:

- Criticise or undermine other treatment centres online
- Post false reviews or impersonate alumni or staff
- Engage in smear campaigns on forums, social media, or review platforms

We welcome honest feedback — both of our services and others — and strive to foster positive, solution-focused communication across all channels.

Ethical Advertising Standards

UKAT does **not**:

- Click on competitors' paid ads with malicious intent
- Bid on competitor brand names in paid campaigns on search engines or social platforms.
- Use deceptive copy in ad headlines or descriptions

Instead, our advertising efforts focus solely on our own services and brand terms. Our goal is to deliver helpful, well-targeted messaging to those genuinely in need.

Copyright and Creative Licensing

We strictly adhere to UK copyright laws and never use imagery, videos, or written materials without proper licensing or permission. Our content creation process includes full rights clearance for all visual and media assets.

Partnering with Integrity

We only collaborate with companies, publishers, and directories that share our values and commitment to ethical standards. We do not work with any organisations that promote misleading practices, exploit vulnerable individuals, or violate our ethical code.

Consultancy Fees & Referral Transparency

UKAT Group Ltd works with a number of marketing consultants and referral sources, including treatment coordination websites and advisory services. If your enquiry is passed to us by a

third-party referral partner and you proceed to book treatment at a UKAT facility, that source may receive a pre-agreed referral fee in the form of a commission.

- This commission does not increase the cost of your treatment.
- However, certain discounts or offers may only be available when booking directly with UKAT.

Referral companies are not regulated in the UK. Since their referral fees vary across providers, there's a risk that recommendations may be influenced by commission rather than what's genuinely best for your recovery journey. We always recommend contacting treatment providers directly.

For full transparency and assurance:

- Check that any provider you consider is CQC-registered
- Look for verified client reviews and testimonials
- Whenever possible, visit the centre or speak directly with clinical staff

Our priority is that you or your loved one receives the most suitable care, whether that's with us or elsewhere.

Why This Matters

Families navigating addiction support options deserve **truthful, ethical and clear information**. At UKAT, our marketing is guided by the same principles that underpin our treatment approach: **honesty, compassion and clinical excellence**.

At UKAT, we stand by our promise that integrity is at the heart of everything we do. Whether you're a potential client, family member, referring partner, or a fellow provider, we will never compromise our ethical standards.