



Responsible Marketing Policy

Introduction

This Responsible Marketing Policy outlines Coursera’s commitment to ensuring its marketing efforts are responsible, ethical, and effective while aligning with our organizational values and goals, to foster trust with our users, and grow our global learning community. This policy aligns with the policies and procedures outlined in our [Code of Business Conduct and Ethics](#), and it applies to all employees, contractors, consultants, and other third parties engaged in marketing activities on Coursera’s behalf. All marketing channels are covered under this policy, including digital, print, and social media.

Policy Statement

As Coursera’s marketing team, we are committed to creating, implementing, and managing ethical, transparent, and professional marketing strategies that accurately represent our offerings and uphold the values of truth, respect, and fairness.

Objective

Our primary objective is to enhance the global reputation of Coursera, engage with our current and prospective learners, and clearly convey our commitment to offering online education from the world’s leading institutions.

Truthfulness and Transparency

Coursera is committed to truthful, transparent, and clear communications and advertising. Advertisements will be honest and accurate, without any misleading or false claims.

User Privacy and Consent

Coursera has implemented strong security and privacy measures to safeguard our learners. All marketing activities will respect the personal data of our users, fully complying with our [privacy policy](#).

Respect and Dignity

Coursera will strive to treat every potential learner with respect and dignity. Our marketing practices will avoid any communication or content that can be seen as offensive, harassing, or discriminatory.

Commercial Partnerships

In the event of Coursera entering into a partnership for marketing purposes, we will ensure that our partners adhere to the same high standards as we hold ourselves to, ensuring they comply with this policy and respect our users in the same manner as we do.

Competitor Respect

We believe in healthy competition. Therefore, our promotional activities will focus on Coursera's attributes and not denigrate or discredit our competitors in any way.

Review and Compliance

This policy has been approved by Coursera's Chief Marketing Officer. Our marketing team will regularly review this policy to ensure our department's functioning remains in line and will make future updates as required. We consistently work to comply with all applicable laws and regulations. Updates will be communicated to all relevant stakeholders. We have a legal review system in place to check for compliance. Oversight of marketing legal compliance is provided by our legal team, who partner closely with our marketing team.

Reporting Mechanisms

We encourage all employees, contractors, consultants, and other third parties to report any instances of non-compliance with this policy. Reports can be made to the legal team, the Chief Marketing Officer, or anonymously through appropriate reporting channels (see [Nova](#) for more information - *Internal Coursera Intranet*). All reports will be taken seriously and investigated thoroughly to maintain the integrity of our marketing operations.

Amended on: March 28, 2025

Approved by: Tim Hannan
Chief Marketing Officer
Coursera, Inc.