

ADVERTISING

Standard

Regulated members are responsible and accountable to ensure that any **advertisements** are accurate, truthful, verifiable, and not misleading.

Expectations

The regulated member **must**:

- a) Only advertise for services that they are authorized by the College to perform and can perform competently and safely.
- b) Represent themselves clearly with respect to their full name, role, protected title, abbreviation, or initials, as outlined in the *Dental Technologists Profession Regulation* (the “Regulation”)
- c) Not use a **protected title**, abbreviation, or initials, listed in the *Health Professions Act or Regulation*, alone or in combination with other words in a manner that states or implies that they are registered in a category or on a register unless they are registered as such.
- d) Ensure their advertising is clear, truthful, factual, and accurate (*Canadian Code of Advertising Standards, 2019*) and does not mislead, or create false or unjustified expectations the public, patients, or clients.
- e) Advertise with honesty and address any conflicts of interest, real or perceived.
- f) Use illustrations, images, representations, or claims in advertising that are reasonable and appropriate.
- g) Not use power, position, or title, or any other means to influence a patients’ or clients’ decision-making.
- h) When advertising health products, only advertise those that Health Canada authorizes for sale in Canada (*Health Canada, 2015*).
- i) Not disclose the name or identifying features of a patient unless the regulated member has obtained the patient’s prior written consent to use the information for advertising purposes (documentation of this consent must be noted in the patient’s record and available for verification by the CDTA upon request).
- j) Not discredit, disparage, or make comparative statements about other health-care providers, **regulated health professional**, clinics, laboratories, oral health facilities, service fees, or products in their advertising.
- k) Not use language that is detrimental to the reputation and/or dignity of another regulated health professional.

Standards of Practice For Registered Dental Technologists and Registered Dental Technicians

- l) Not use words that denote superiority of skills or exclusivity of technique.
- m) Not include a College logo (current or past) in any advertisement made by a regulated member related to their business or professional practice may. *(The logo may not be used by any member or any third party for any purpose without the written permission of the College.)*

Standards of Practice For Registered Dental Technologists and Registered Dental Technicians

GLOSSARY

Advertisement/Advertising: Any communication made orally, in print, through electronic media or via the internet (including websites and social media), by, about or on behalf of a regulated member, to the public where its substantial purpose is to promote the regulated member, the regulated member's services, or the regulated member's practice setting or any other business with which the regulated is associated in their capacity as a regulated health professional.

Must: is used where the duty is compulsory.

Protected title: a protected title is part of the agreement between the province and the regulated profession. This indicates anyone using the title is appropriately trained and registered with the appropriate regulatory body. A person not trained and/or registered cannot use the protected titles listed in the *Health Professions Act*.

Regulated health professional(s): is a person registered with a professional health regulatory professional college, agency and/or authority, in Alberta or any other jurisdiction, as a regulated.

Regulated member(s): is a person registered with the College of Dental Technologists of Alberta under Section 33(1) (a) of the Health Professions Act and in accordance with the Dental Technologists Profession Regulation.

This term includes a previously regulated member whose last day of registration with the College is within the immediately preceding two years.