

## **GEORGIA DRIVER'S EDUCATION GRANT SCHOLARSHIP PROGRAM**

### **AUTHORIZED PROVIDER ADVERTISING POLICY**

Driver training schools participating in the Georgia Driver's Education Grant Scholarship program must adhere to the following advertising guidelines and policies.

- (1) Any public reference to the Georgia Driver's Education Grant Scholarship program by a driver training school must include that the program is sponsored by the Georgia Driver's Education Commission.
- (2) No driver training school may use any Commission logo, state seal, or other emblem associated with state government except for the logo provided by the Commission to indicate that the driver training school is an authorized provider in the Georgia Driver's Education Grant Scholarship program.
- (3) No driver training school who is an authorized provider in the Georgia Driver's Education Grant Scholarship Program may advertise or represent themselves to be an agent or employee of the Commission, nor shall any driver training school, individual, partnership, association, or corporation purchase, use, or allow the use of any advertisement which would reasonably have the effect of leading the public to believe that they are or were an employee or representative of the Commission.
- (4) Each driver training school and/or limited driver training school shall use only its licensed name for advertising and advertisements, and no driver training school and/or limited driver training school may use less than its full name or another name in any advertisement. This provision will not be applied to restrict the use of trade names where the holder of the trade name is the party making the request. This provision will not be applied to colleges, universities or state agencies.
- (5) No driver training school, limited driver training school or driver training instructor shall, by any advertisement or otherwise, state or imply directly or indirectly that an application for a driver's education grant scholarship will be awarded or denied.
- (6) A driver training school that is an authorized provider in the Georgia Driver's Education Grant Scholarship Program by the Commission may indicate in its advertisements that it is an "authorized provider", however, no driver training school may use any advertisement that states or implies any of the following:
  - a. That the school is approved or endorsed by the State or the Commission.
  - b. The school is certified by the State or the Commission.
  - c. The school is recognized by the State or the Commission.
  - d. The school is anything but an authorized provider in the Georgia Driver's Education Grant Scholarship program by the State and the Commission.
- (7) No driver training school may advertise or imply that by being awarded a Georgia Driver's Education Grant Scholarship a student is receiving "free" driver's education.
- (8) No driver training school may make any false or misleading claim or statement in any of its advertisements.