

Sponsored Content Policy

1. Introduction & Editorial Principles

The Daily Round may publish advertising, sponsored content, commercial partnerships, promotional campaigns, affiliate content, and other commercially supported materials across its platforms.

This may include content appearing within:

- the website,
- newsletters,
- events,
- webinars,
- downloadable resources,
- social media,
- directories,
- podcasts,
- videos,
- and other products or services connected to The Daily Round.

The Daily Round is committed to maintaining:

- transparency,
- editorial integrity,
- fairness,
- and responsible communication in relation to sponsored and commercial content.

We aim to distinguish editorial content from advertising or commercially supported material where appropriate and to maintain clear separation between editorial decision-making and commercial relationships.

The existence of sponsorships, partnerships, advertising arrangements, or commercial relationships does not automatically determine:

- editorial coverage,
- publication decisions,
- editorial opinions,
- or newsroom priorities.

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The Daily Round aims to maintain editorial independence while developing sustainable commercial relationships that support the growth and operation of the platform.

Trust, transparency, fairness, and integrity remain important principles across both editorial and commercial activities connected to The Daily Round.

2. What Counts as Sponsored Content

Sponsored content may include a wide range of commercial, promotional, branded, or partner-supported materials published or distributed by The Daily Round.

Examples of sponsored or commercially supported content may include:

- sponsored articles or features,
- partner spotlight content,
- paid promotional campaigns,
- branded editorial collaborations,
- sponsored newsletters or email placements,
- webinars and virtual events,
- conference or event sponsorships,
- recruitment advertising,
- supplier or service promotions,
- downloadable guides or resources,
- sponsored directories or listings,
- affiliate content or affiliate links,
- podcasts or video sponsorships,
- social media campaigns,
- award sponsorships,
- or other forms of paid or commercially supported visibility.

Sponsored content may be created by:

- The Daily Round,
- commercial partners,
- advertisers,
- sponsors,
- contributors,
- or third-party organisations working in collaboration with The Daily Round.

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Commercial support may involve:

- financial payment,
- affiliate arrangements,
- product or service provision,
- event partnerships,
- reciprocal promotional arrangements,
- or other forms of commercial relationship.

The format, presentation, placement, and disclosure of sponsored content may vary depending on the platform, campaign, content type, and operational requirements.

3. Labelling & Transparency

The Daily Round aims to provide reasonable transparency regarding sponsored, commercial, or partner-supported content where appropriate.

Sponsored or commercially supported content may be identified through:

- labels,
- disclosures,
- sponsor acknowledgements,
- partnership notices,
- advertising indicators,
- or other forms of clarification intended to help readers distinguish commercial content from editorial content.

Examples of labels or disclosures may include:

- “Sponsored”,
- “Partner Content”,
- “Advertisement”,
- “Paid Promotion”,
- “Affiliate Content”,
- or similar wording where considered appropriate.

The format and placement of disclosures may vary depending on:

- the platform,
- content format,

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- technical limitations,
- operational considerations,
- and the nature of the commercial arrangement.

The Daily Round aims to maintain appropriate distinction between:

- independent editorial reporting,
- opinion or commentary,
- and commercially supported or promotional materials.

Transparency, reader trust, and responsible communication remain important considerations in how sponsored and commercial content is presented across The Daily Round platforms.

4. Editorial Independence

The Daily Round aims to maintain editorial independence across its newsroom, reporting, editorial decision-making, and content publishing processes.

Commercial relationships, sponsorship arrangements, advertising partnerships, affiliate programmes, or paid collaborations do not automatically determine:

- editorial coverage,
- newsroom priorities,
- publication decisions,
- editorial opinions,
- investigative activity,
- or correction and complaints outcomes.

Sponsors, advertisers, commercial partners, and contributors may not dictate or control independent editorial decisions made by The Daily Round.

Participation in commercial partnerships or sponsored activities does not guarantee:

- positive editorial coverage,
- publication of press releases,
- favourable reporting,
- editorial endorsements,
- or immunity from legitimate journalistic scrutiny, corrections, or complaints processes.

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Editorial decisions relating to:

- news coverage,
- investigations,
- corrections,
- complaints,
- moderation,
- and publication standards,

remain subject to editorial oversight and operational discretion independent of commercial relationships where appropriate.

The Daily Round aims to balance sustainable commercial growth with:

- editorial integrity,
- fairness,
- transparency,
- accountability,
- and responsible journalism within the healthcare and social care sectors.

5. Content Standards

Sponsored, promotional, affiliate, or commercially supported content published by The Daily Round is expected to meet reasonable standards relating to:

- legality,
- accuracy,
- professionalism,
- transparency,
- and responsible communication.

Commercial contributors, sponsors, advertisers, and partners are responsible for ensuring that submitted materials:

- are accurate and not misleading,
- comply with applicable laws and regulations,
- respect intellectual property and privacy rights,
- and do not contain unlawful, defamatory, discriminatory, or harmful content.

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Given the nature of healthcare and social care reporting, particular care may be taken in relation to:

- healthcare claims,
- safeguarding-related content,
- workforce claims,
- regulatory references,
- training or qualification statements,
- clinical or wellbeing-related information,
- and content that may affect vulnerable individuals or public trust.

The Daily Round reserves the right to:

- review sponsored or commercial content,
- request clarification or supporting evidence,
- edit content for clarity, formatting, disclosure, or compliance purposes,
- refuse publication,
- remove misleading or inappropriate content,
- or decline partnerships considered inconsistent with editorial standards, legal obligations, or platform values.

Publication of sponsored or commercial content does not necessarily constitute endorsement by The Daily Round unless expressly stated otherwise.

6. Sponsored Contributor Responsibilities

Sponsors, advertisers, commercial partners, contributors, and organisations submitting sponsored or commercially supported content to The Daily Round are responsible for ensuring that their materials:

- are accurate and not misleading,
- comply with applicable laws and regulations,
- and are suitable for publication within a professional healthcare and social care media environment.

Commercial contributors confirm that they:

- have the authority and rights required to submit the content,
- have obtained any necessary permissions, licences, approvals, or consents,
- and are responsible for claims, statements, representations, statistics, testimonials, or promotional assertions contained within submitted materials.

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This includes responsibility for:

- intellectual property rights,
- image and media permissions,
- advertising compliance,
- regulatory compliance,
- safeguarding considerations,
- and lawful use of third-party materials.

Sponsors and contributors are also responsible for ensuring that content complies with:

- advertising standards,
- healthcare-related regulatory requirements,
- professional obligations,
- and applicable consumer protection or promotional laws where relevant.

The Daily Round reserves the right to:

- request clarification or supporting evidence,
- require amendments,
- refuse publication,
- or remove sponsored content where concerns arise regarding legality, accuracy, permissions, compliance, or editorial suitability.

7. Affiliate Links & Commercial Relationships

Some content published by The Daily Round may include affiliate links, referral links, commercial partnerships, or other forms of revenue-generating relationships.

This means The Daily Round may, in some circumstances, receive:

- commissions,
- referral fees,
- partnership payments,
- or other commercial benefits if users interact with certain links, services, products, events, or providers.

Where considered appropriate, The Daily Round aims to provide reasonable transparency regarding affiliate relationships or commercially connected content.

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Commercial relationships, affiliate arrangements, sponsorships, or referral partnerships do not automatically constitute:

- endorsement,
- recommendation,
- approval,
- or guarantee by The Daily Round unless expressly stated otherwise.

The Daily Round aims to maintain editorial independence and reserves the right to:

- determine how affiliate or commercial content is presented,
- refuse affiliate partnerships,
- remove affiliate links,
- or distinguish commercial content from independent editorial coverage where appropriate.

8. Advertising & Third-Party Services

Advertising, sponsored placements, affiliate links, or promotional content published by The Daily Round may contain links to third-party websites, products, services, platforms, events, or providers.

These external links may direct users to websites or services operated independently from The Daily Round.

The Daily Round is not responsible for:

- the content of third-party websites,
- external products or services,
- third-party claims or representations,
- pricing, availability, or service delivery,
- external privacy or security practices,
- or the operation of third-party platforms connected through advertising or sponsored content.

Users who access third-party websites, services, or products through advertisements, affiliate links, or sponsored content do so at their own discretion and subject to the terms, conditions, and policies of those third parties.

The inclusion of advertising, sponsorships, affiliate links, or external references does not necessarily imply:

- endorsement,
- recommendation,
- approval,
- or verification by The Daily Round unless expressly stated otherwise.

9. AI-Generated Sponsored Content

Some sponsored, promotional, affiliate, or commercially supported content published by The Daily Round may involve the use of AI-assisted technologies within the content creation, drafting, editing, design, research, formatting, or production process.

This may include:

- AI-assisted written content,
- graphics or visual assets,
- multimedia materials,
- marketing support tools,
- summarisation technologies,
- or workflow automation systems used by The Daily Round, sponsors, contributors, or commercial partners.

Where considered appropriate, The Daily Round may provide disclosures or labels indicating that certain commercial content has been created, enhanced, or supported using AI technologies.

The use of AI-assisted technologies does not remove the application of:

- editorial review processes,
- commercial content standards,
- moderation rights,
- accuracy expectations,
- or applicable legal and regulatory considerations.

The Daily Round recognises that AI-generated or AI-assisted content may contain inaccuracies, omissions, or misleading information. For this reason, review standards and editorial oversight may still be applied where appropriate before publication of sponsored or commercially supported content.

10. Complaints & Concerns

The Daily Round welcomes feedback, concerns, or complaints relating to sponsored, commercial, affiliate, or promotional content published across its platforms.

Concerns may relate to:

- transparency or disclosure,
- misleading claims,
- advertising standards,
- accuracy concerns,

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- conflicts of interest,
- inappropriate promotional content,
- or other issues connected to sponsored or commercially supported materials.

Concerns or complaints may be submitted to:

- editorial@dailyround.news

Reported concerns may be reviewed internally by relevant members of the:

- editorial team,
- commercial team,
- moderation team,
- operational management,
- or other appropriate personnel depending on the nature of the concern.

Where appropriate, The Daily Round may:

- request clarification,
- review supporting information,
- amend disclosures,
- update content,
- remove content,
- or take other actions considered appropriate following review.

Complaints relating to sponsored or commercial content are intended to be handled independently and in line with The Daily Round's wider editorial standards, complaints processes, and operational policies where applicable.

11. Changes to Policy

The Daily Round reserves the right to update, amend, or modify this Sponsored Content Policy at any time where considered necessary or appropriate.

This may include changes relating to:

- advertising practices,
- sponsorship arrangements,
- affiliate partnerships,
- regulatory requirements,

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- operational developments,
- AI-assisted commercial content,
- or evolving editorial and commercial standards.

Updated versions of this policy may be published on the website together with revised dates or notices where appropriate.

Users, sponsors, advertisers, contributors, and commercial partners are encouraged to review this policy periodically to remain informed of any updates.

Continued engagement with sponsored content, advertising opportunities, or commercial partnerships following updates to this policy may be considered acceptance of the revised policy where permitted by applicable law.

12. Contact Us

If you have any questions, concerns, or enquiries relating to sponsored content, advertising, affiliate relationships, partnerships, or commercial collaborations connected to The Daily Round, please contact:

- partnerships@dailyround.news

Additional commercial or partnership contact channels may be introduced as The Daily Round continues to develop its advertising and sponsorship activities.