

English UK Partner Agency Code of Conduct



English UK partner agencies agree to:

1. Maintain the highest professional and ethical standards in all business activities.
2. Conduct their business in a manner that will positively reflect on their image, reputation, standing, and good name, as well as that of English UK, its member centres, and its partner agency scheme.
3. Act with honesty, transparency and openness when communicating information about themselves, their partner institutions, English UK, its member centres and potential students in published, oral or any other form. They shall not wilfully or unwittingly provide or distribute false, incomplete or misleading information.

This standard of conduct refers to information released by an agency on behalf of its partner institutions, English UK, and its member centres and information provided about potential students in applications to partner institutions and visa authorities.

4. Promote their agency and partner institutions by focusing on their strengths and unique selling points, not by making unfavourable or negative comments about or employing unfair practices that may damage the interests of other English UK partner agencies, member centres, or other competitor institutions.
5. Act in the best interests of students and prospective students (including other involved persons, such as parents or sponsors), English UK, and its member centres. All advice, counsel, and information provided to clients should be truthful, accurate, and appropriate, and every effort should be made to ensure that course arrangements sold to the client are compatible with their needs and circumstances.
6. Conduct themselves and their business activities with due regard to the national laws, regulations and official market policies in which they operate.

7. Take reasonable steps to remain informed about developments in the work of English UK, its member centres, and the promotion of the UK as a high-quality English language teaching destination.
 8. Ensure all employees receive a good standard of training and are aware of the Code of Conduct. As a minimum, employees should be familiar with the courses and facilities offered by partner institutions and aware of English UK, the Accreditation UK scheme, and the UK's student visa system. Agencies should also abide by the scheme terms and conditions, as set out in the partner agency online application form.
 9. Follow the English UK guidelines when advertising partner agency status and using the English UK partner agency logo. The use of the partner agency logo is restricted to partner agencies. If the partner agency status is terminated, the agency must immediately cease using the partner agency logo.
 10. Comply with Accreditation UK's requirement that agents send a signed declaration to English UK member centres, ensuring any group leaders engaged by the agency or agent have had appropriate suitability checks.
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