



London Centre For Training and Development Code of Ethics for Education Agents

London Centre For Training and Development will execute a strategic policy that will include, among others, maintaining strategic alliances with recruitment agencies that help facilitate the Institution's promotional policies. However the Institution will ensure that the agents abide by strict standards such as the following:

Conduct of Agents

- All London Centre For Training and Development agents shall at all times conduct themselves with integrity and in a manner that will reflect positively on the image of their profession and of the Institution as reliable and trustworthy providers of high-quality education and training.
- All London Centre For Training and Development agents shall promote themselves and London Centre For Training and Development in a professional and ethical manner and shall ensure that their business activities reflect best practice and demonstrate fairness, consideration and objectivity in their actions.
- No London Centre For Training and Development agents may publish any advertisement or promotional materials which refer in any way to the Institution without its prior approval.
- No London Centre For Training and Development agents may delegate duties or obligations unless expressly approved to do so by the Institution.
- All London Centre For Training and Development agents have to confirm that he/she has read and understood the relevant immigration department rules, regulations and guidelines for studying in the United Kingdom and has kept conversant with the developments as relevant to such representation.
- The agent will not engage in any false, misleading or deceptive conduct or otherwise contravene any of London Centre For Training and Development's obligations towards the government, the public and students as a whole.
- London Centre For Training and Development agents will only accept those students who, to the best of their knowledge, meet the visa requirements as specified in the immigration rules, and who are likely to meet the conditions of their permission to enter or stay in the United kingdom.

Communication with clients

- All London Centre For Training and Development agents shall be honest in communicating information about themselves, the Institution and potential students in



published, oral or any other form. They shall not knowingly or by a failure of professional standards provide or disseminate false, incomplete or misleading information about London Centre For Training and Development.

Promotional activities

- All London Centre For Training and Development agents shall promote themselves and the Institution fairly and without recourse to unfavourable or negative comparisons with other institutions, or otherwise employ unfair or unprofessional practice to damage the interests of other institutions.

Welfare of Students

- All London Centre For Training and Development agents shall act at all times in the best interests of students or prospective students as well as the Institution. They shall offer advice and counselling and provide information to students, and where appropriate their parents, in a manner consistent with this principle.

Legal Compliance

- All London Centre For Training and Development agents shall conduct themselves with due regard to the regulatory conditions in the market(s) in which they operate. They shall comply with applicable national laws, regulations and official policies.
- All London Centre For Training and Development agents shall conduct themselves with due regard to the need for transparency and openness in all their dealings with client institutions.
- All London Centre For Training and Development agents shall be alert to ethical dilemmas and potential conflicts of interest and seek guidance or objective advice for clients if such situations arise.

Discrimination Policy

- All London Centre For Training and Development agents shall show appropriate sensitivity to and respect for other cultures and value systems and shall not discriminate or tolerate discrimination on the part of others on the basis of ethnic or national origin, gender, sexual orientation, religion, disability or age.

Complaints Procedure

- All London Centre For Training and Development agents shall ensure that clients receive a copy of the “Code of Ethics for Education Agents” at the point of contact and that any complaints arising from the service of that Agent should be referred to London Centre For Training and Development directly.