

Study Group UK and Europe Agent Compliance Policy

Study Group values highly the relationships that it has built with its appointed representatives around the world. We believe that we offer an excellent service in respect of the training and support that we provide; services that we feel our representatives have every right to expect.

In return for this support and the ability to represent our interests in respect of advice to potential students, we feel it is important that our agents adhere not only to the contractual obligations in our contracts, but to the high standards of behaviour that we expect.

The following policy follows closely the existing [Guide to good practice for education agents](#), as published by the British Council - which should be read in conjunction with this policy. Our policy sets out the conduct we expect, contractually and otherwise, our representatives to follow.

1. Agents appointed by Study Group shall at all times conduct themselves with integrity, and in a manner that reflects positively on the image of their profession and Study Group. We expect our agents to be reliable, professional, honest and trustworthy providers of advice to students. This guiding principle informs the others that follow, and encompasses all aspects of an agent's activities.
2. Agents shall promote themselves and Study Group in a professional and ethical manner, ensuring that their activities reflect best practice. Study Group expects both ethical behaviour ('doing the right thing') and high standards of professionalism ('doing the job well') from all those agents who represent our interests. 'Best practice' means that an agent's activities should not be of a kind that might bring discredit either on Study Group or on the UK Education sector generally. It also means adopting a reflective attitude of continuous self-assessment, and constantly striving to improve.
3. Agents appointed by Study Group shall be honest in communicating information about themselves or Study Group, be that 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. Such information shall include, but not be restricted to, information about facilities, entry requirements, progression criteria, admissions processes, course content, fees and living costs. All claims made by an agent about itself, Study Group or client students shall be capable of being substantiated, whether to Study Group or to other appropriate parties such as the United Kingdom Visas and Immigration department of the Home Office (formally the United Kingdom Border Agency).
4. Information provided to potential students shall be sufficient and accurate enough to enable them to make an informed judgement. Agents shall not in any published or orally delivered information omit any fact which may reasonably be of material relevance to a student, where an omission might be construed as being misleading. The accidental production or dissemination of incorrect or incomplete information is likely to be viewed in itself as evidence of a failure to adhere to professional standards, except where there may be compelling evidence to suggest otherwise.
5. Agents shall promote themselves and Study Group fairly and without recourse to unfavourable, inaccurate, misleading or negative comparison with other institutions, nor shall they employ unfair or unprofessional practice to damage the interests of other institutions.
6. Agents shall at all times act in the best interests of students or prospective students as well as of Study Group. They shall offer advice and counselling and provide information to students, and where appropriate their parents or sponsors, in a manner consistent with this principle.

7. Agents shall conduct themselves with due regard to the regulatory conditions in the markets in which they operate. They shall comply with all applicable national laws, regulations and official policies.
8. Agents shall conduct themselves with due regard to the need for transparency and openness in all their dealings with Study Group.