

## Statement of Principles for the Ethical Recruitment of International Students by Educational Agents and Consultants

Principle	Recommendation
1	<p>Education consultants practice responsible business ethics.</p> <ul style="list-style-type: none"> <li>✓ <i>Avoiding conflict of interest</i></li> <li>✓ <i>Informing the education provider when using subagents or contracted partners</i></li> <li>✓ <i>Observing appropriate levels of confidentiality and transparency</i></li> <li>✓ <i>Acting professionally, honestly and responsibly</i></li> <li>✓ <i>Refraining from being party to any attempt by students or others to engage in fraudulent applications</i></li> <li>✓ <i>Acting in the best interest of the students at all times</i></li> <li>✓ <i>Declaring conflicts of interest</i></li> <li>✓ <i>Being transparent with regards to fees to be paid by students and commissions paid by education providers</i></li> <li>✓ <i>Providing clear avenues for handling complaints and resolving disputes</i></li> <li>✓ <i>Complying with relevant laws and regulations</i></li> </ul>
2	<p><u>Education consultants provide current, accurate and honest information in an ethical manner.</u></p> <ul style="list-style-type: none"> <li>✓ <i>Ensuring that communication from the Swedish education provider reaches the student</i></li> <li>✓ <i>Providing realistic and appropriate information that is tailored by the individual student's circumstances, particularly in relation to language skills, capacity to pay and level of study</i></li> <li>✓ <i>Specifying the rights and responsibilities of the student in the country of destination</i></li> <li>✓ <i>Refraining from claiming a direct government endorsement or a privileged relationship with public official or member of government where one does not exist; including for example the misuse of national brand logos</i></li> <li>✓ <i>Refraining from stating or suggesting that the agent provides a short-cut to admission to higher education in Sweden</i></li> <li>✓ <i>Ensuring that all who work on behalf of the agent provide current, accurate and honest information in an ethical manner</i></li> <li>✓ <i>Using promotion materials that are officially approved by the education provider</i></li> </ul>
3	<p>Education consultants develop transparent business relationships with students and education providers through the use of written agreements.</p> <ul style="list-style-type: none"> <li>✓ <i>Signed by the student and the agent</i></li> <li>✓ <i>Signed by the education provider and the agent</i></li> <li>✓ <i>Include information on the arrangements put in place by agents and consultants on behalf of the student, such as itemised payment schedules of fees and services, and refund and transfer policies</i></li> <li>✓ <i>Provide details on information provided under Principles 1 and 2, as a means of guiding agents and consultants to give appropriate information to students so that both students and agents understand what has been agreed</i></li> <li>✓ <i>Maintain student confidentiality</i></li> <li>✓ <i>Agreements are archived in an appropriate manner so that they can be made available to the student or an appropriate authority within a reasonable time frame</i></li> </ul>

Princip	Rekommendation
4	<p>Agents and consultants protect the interests of minors.</p> <ul style="list-style-type: none"> <li>✓ <i>Ensuring that the prospective student has adequate representation and support from a guardian and/or legal counsel during meetings with the agent or consultant and that this is recorded as informed consent before any money changes hands</i></li> <li>✓ <i>Ensuring that the client has the legal capacity to enter into any commitment</i></li> <li>✓ <i>Acting not only in accordance with relevant laws and regulations, but competently, diligently and fairly as befits dealings with minors</i></li> </ul>
5	<p><u>Education consultants provide current and up-to-date information that enables international students to make informed choices when selecting which agent or consultant to employ.</u></p> <ul style="list-style-type: none"> <li>✓ Providing information to students about the accreditations the agents have met, the training they have undertaken, the memberships they hold to professional associations or processes undertaken to become registered and accredited education agents and consultants in their respective countries</li> <li>✓ Providing information about themselves that support comparison of registration, qualifications and experience</li> </ul>
6	<p>Education consultants act professionally in recruiting students who have the ability to become successful in his or her serious effort of studying in Sweden.</p> <ul style="list-style-type: none"> <li>✓ Participating in training courses and professional development wherever possible</li> <li>✓ Becoming members of professional associations and networks that promote and support best practice in the recruitment of international students</li> </ul>
7	<p><u>Education consultants work with the Association of Swedish Higher Education and education providers to raise ethical standards and best practice.</u></p> <ul style="list-style-type: none"> <li>✓ <i>Sharing information about best practices in the recruitment of international students by education agents and consultants</i></li> </ul>
8	<p>Education consultants agree to conduct the cooperation by adhering to the principles of the Magna Charta Universitatum and the United Nations' Declaration of Human Rights.</p>