

ICEF Code of Conduct for the Ethical Recruitment of International Students

Agencies are expected to endorse and comply with the following code of conduct in order to establish and maintain their ICEF Agency Status and eligibility to attend ICEF events.

Agency owners and executives are straightforward, transparent, and accountable at all times and in all dealings with staff, institutions, students, parents, and other stakeholders.

This particularly includes ensuring that they and their staff are:

- 1 Acting fairly and in the best interests of both students and institutional partners
- 2 Providing current, accurate, and honest information
- 3 Providing realistic and appropriate information that is tailored to the individual student, particularly in relation to language ability, financial capacity, and intended study programme
- 4 Ensuring that visa or admissions applications are free of any fraudulent or misleading documents or representations
- 5 Being transparent in all business dealings and advisory services, including avoiding any conflicts of interest or misrepresentation
- 6 Prioritising the use of signed agreements or contracts between the agency and the institution, and being transparent with both students and receiving institutions in cases where a student may be referred outside of any such formal agreement
- 7 Disclosing to partner-institutions whether any contracted sub-agents may play a role in recruitment and ensuring appropriate oversight or quality assurance measures to monitor sub-agent compliance with this code of conduct
- 8 Preserving the confidentiality of all personal and business information

- 9 Ensuring that minor students have adequate representation and support from a parent, guardian, and/or legal counsel
- 10 Representing accurately the rights and responsibilities of the student in their intended destination country
- 11 Complying with all relevant laws and regulations in both the agent's home country and the student's intended destination
- 12 Representing a government or industry endorsement, including the use of any official brand marks, only with the written approval of the endorsing body
- 13 Using institutions' officially approved material, including branding or any official marks, only in cases where a written agreement with the institution provides for such use
- 14 Ensuring that all advertising and marketing materials are free of misrepresentation and compliant with both local advertising standards and the brand guidelines of partner institutions
- 15 Ensuring the quality of the student experience through effective mechanisms to gather feedback and otherwise monitor the students' progress in their destinations abroad
- 16 Establishing clear processes for handling complaints and resolving disputes
- 17 Participating in appropriate industry training programmes where possible and appropriate, as well as training and site visits specific to individual institutions
- 18 Maintaining membership in appropriate professional associations and other standards-based bodies, where possible and appropriate
- 19 Working with stakeholders and colleagues to advance industry standards and best practices
- 20 Maintaining all required business licences and/or registrations

Please note:

The ICEF Code of Conduct is based on the globally endorsed ethical framework and principles enshrined in the London Statement (formally, The Statement of Principles for the Ethical Recruitment of International Students by Education Agents and Consultants). It also reflects the best practices advanced in other notable frameworks, including the National Association for College Admission Counselling's (NACAC) Guide to International Student Recruitment Agencies; the British Universities' International Liaison Association's (BUILA) National Code of Ethical Practice for UK Education Agents; the Australian Agent Code of Ethics (ACE); AIRC: The Association of International Enrollment Management's standards for both institutions and agencies; and the Association of Language Travel Organisations' (ALTO) Best Practice Guidelines for Education Providers and Agents.