

Ethics Policy in relation to Marketing of the School and Recruitment of Students

The School of English in London (TSEL) aims to provide an environment where everyone can access its teaching programmes and other activities designed to enhance the learning potentials of our students.

TSEL welcomes all students who are academically qualified and motivated to benefit from our courses. This ethics policy summarises the arrangements we have put in place to ensure that we follow the correct procedures in our marketing and student recruitment efforts.

1. TSEL is committed to ensure that the information contained on its marketing and promotional materials are at all times accurate and reliable.
2. TSEL is committed to ensuring that students recruited to study at the School are qualified and satisfies the School's admission criteria and as such do not intend to enter the United Kingdom for fraudulent reasons.
3. TSEL will provide its Agents with its policies and codes of practice relating to the recruitment of students and to give all reasonable information and guidance when required.
4. The Agents recruited by TSEL are required to demonstrate appropriate attributes and abilities to competently service the legitimate needs of international students. This means that they should do nothing to support or encourage illegal activities.
5. Agents working for TSEL should maintain high standards of professional conduct of business as an international education agent and actively uphold this code at all times. For this, the Agent should accurately represent areas of competence, education, training and experience. At the same time, the Agent should maintain the confidentiality and integrity of information about students and communications with students.
6. TSEL will ensure that its Agents use appropriate resources and procedures needed to provide professional support services to international students and institutions. Agents should keep students informed on areas of advice, of developments in statutory and case law, regulations, immigration rules and procedures, institutional policies and other codes that is relevant to their course.
7. TSEL will ensure that its Agents are accountable to both the School and the prospective student. The Agent should be aware of the difference between information, advice and counseling and be able to recommend qualified counseling assistance to students who may benefit from it. The Agent should also actively seek to promote personal professional development and keep students informed of the current developments in their fields.
8. Agents are required to work with TSEL as a provider quality education agent, supporting and promoting School education programmes, promoting and providing professional development, prompt / timely responses to communications, and others.
9. The Agents appointed by TSEL should not discriminate, or tolerate discrimination on the part of others on the basis of ethnic or national origins, gender, sexual orientation, religion, disability or age. The agent should be aware of and show appropriate sensitivity to and respect for other cultures and value systems.
10. TSEL will ensure that its Agents act in the best interests of the student, while respecting institutional policies, statutory and legal requirements and the legitimate interests of sponsors.