



Ethics Policy

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1 Introduction

Trent Education Centre (TEC) is committed to upholding the highest ethical standards in all aspects of its operations, ensuring integrity, accountability, and fairness. This Ethics Policy reflects our dedication to conducting our business with transparency, honesty, and respect for all stakeholders, including students, staff, and external partners.

Our policy aligns with the National Code of Ethical Practice for UK Education, the principles outlined in the London Statement, and the guidelines set by the Competition and Markets Authority (CMA). The policy also aligns with the public interest governance principles as well as the Nolan Principles of governance. TEC recognises the vital role that ethical conduct plays in maintaining our reputation and fostering trust among students, employees, and the broader academic community.

By adhering to this policy, we aim to create an environment where ethical considerations are at the forefront of decision-making, ensuring that our marketing, student recruitment, and staff conduct align with our core values.

2 Purpose

The primary purpose of this Ethics Policy is to ensure that TEC operates with integrity and fairness, maintaining the trust of students, staff, and regulatory bodies. Specifically, this policy aims to:

- Promote ethical behaviour in all aspects of TEC's operations.
- Ensure compliance with relevant laws and best practices.
- Foster transparency in marketing, student recruitment, and staff conduct.
- Prevent unethical or misleading practices that may compromise our credibility.
- Encourage a culture of accountability where ethical concerns can be raised without fear of retaliation.

By implementing this policy, TEC strengthens its commitment to ethical excellence, reinforcing our reputation as a responsible and trustworthy education provider. Adhering to these principles allows us to provide a high-quality educational experience while safeguarding the interests of all stakeholders involved.

3 Scope

This Ethics Policy applies to all TEC employees, contractors, agents, and representatives involved in any aspect of the organisation's operations. It provides a clear framework for ethical behaviour in the following key areas:

- **Marketing Practices:** Ensuring all public information including promotional activities related to TEC Study Centres are accurate, comprehensive, fair, and in compliance with regulatory guidelines.
- **Student Recruitment and Admissions:** Adopting responsible and transparent recruitment and admissions practices that protect prospective students from misleading information.
- **Staff and Agent Conduct:** Establishing ethical standards for employees and agents to uphold integrity and professionalism in all interactions.

This policy also extends to third-party organisations working on behalf of TEC, requiring them to adhere to the same high ethical standards. By defining our scope, we ensure that ethical considerations remain integral to all TEC activities.

4 Marketing and Promotion

4.1 Transparency and Accuracy

- All marketing materials and communications must present accurate, clear, and honest information about the programmes, courses, services, and facilities and must adhere to CMA guidelines by providing clear, truthful, and verifiable information about courses, fees, outcomes, and facilities.
- Misleading claims, omissions, or ambiguous language that may misrepresent the offerings of Trent Education Centre Limited are strictly prohibited.
- Information given in marketing materials will be truthful, substantiated, comprehensive and free from exaggeration or misleading information.

4.2 Compliance with Consumer Protection Laws

- Marketing initiatives must comply with consumer protection laws, ensuring students have all the information needed to make informed choices.
- Full disclosure must be made about terms and conditions, refund policies, and cancellation rights.

4.3 Inclusivity and Accessibility

- Marketing efforts must reflect respect for equality, diversity and inclusion, ensuring that materials are free from bias or discriminatory language (See the **Equality, Diversity and Inclusion Policy** for more details).
- Accessibility standards must be upheld, ensuring materials can be accessed and understood by all potential students, including those with disabilities.
- Marketing materials will reflect a diverse and inclusive community, showcasing the broad range of backgrounds and experiences at Trent Education Centre Limited Study Centres.

4.4 Ethical Competition

- We will promote our services without disparaging competitors or employing unfair comparisons.
- Incentives must be disclosed and aligned with ethical standards.

5 Student Recruitment and Admissions

5.1 Fair and Transparent Recruitment

- Recruitment and admissions processes will be conducted in a fair, transparent, and non-discriminatory manner, adhering to applicable laws and regulations.
- Recruitment activities must align with CMA principles by ensuring transparency in eligibility criteria, full costs, and programme details.
- Admissions decisions will be based solely on academic merit, qualifications, and other relevant criteria, excluding factors unrelated to academic performance.
- No aggressive or misleading sales tactics are permitted, and students must be given adequate time to decide on enrolment without pressure.

5.2 Comprehensive Pre-Contract Information

Prospective students must receive all essential pre-contract information, including details about fees, additional costs, assessment methods, and cancellation policies, as required by CMA and other legal laws and standards.

5.3 Protection of Vulnerable Groups

Care must be taken to protect the interests of minors, international students, and individuals from vulnerable or disadvantaged backgrounds during the recruitment process. See the **Safeguarding and Prevent Policy** for more details.

5.4 Avoidance of Unethical Practices

Unethical recruitment practices, such as offering inducements, incentives, or promises that compromise the integrity of the admissions process, will not be tolerated.

Recruitment agents must adhere to our ethical guidelines and those outlined by the National Code of Ethical Practice for UK Education Agents, ensuring no inducements or unethical incentives compromise the admissions process.

6 Ethical Practice of Staff and Agents

6.1 Integrity and Professionalism

- All staff and agents must act in good faith and adhere to CMA principles of fairness, integrity, and transparency in all interactions with students and stakeholders.
- Any potential conflicts of interest must be disclosed and managed in accordance with organisational policies.

6.2 Respect for Students' Rights

- Staff and agents must respect the rights of students as consumers, ensuring they have access to accurate information and fair treatment throughout their engagement.
- Misrepresentation, coercion, or exploitation of students or their circumstances is strictly prohibited.

6.3 Compliance with Policies and Regulations

Staff and agents must be trained to understand and comply with CMA guidelines, particularly in relation to:

- Providing clear and accurate pre-contract information.
- Ensuring students understand their contractual rights and obligations as set out in the **Terms and Conditions** and TEC's **Tuition Fee, Refunds and Compensation Policy**.
- Offering clear pathways for raising concerns or complaints as provided on the TEC website <https://trenteducation.co.uk/complaint/>
- Staff and agents must familiarise themselves with and adhere to all relevant institution procedures.
- They must avoid any illegal, unethical, or improper conduct that could harm the reputation of Trent Education Centre Limited or its stakeholders.

6.4 Continuous Professional Development

All staff and agents must engage in ongoing training to remain informed about current legislation, best practices, and institutional policies.

6.5 Confidentiality and Data Protection

- Personal and sensitive information must be handled with care, in line with UK data protection laws.
- Confidential data may only be disclosed with appropriate consent.
- Staff and agents must respect the confidentiality and privacy of students, colleagues, and stakeholders.
- Sensitive information must be handled with care and discretion, and unauthorised disclosure or misuse of such information is strictly prohibited.

6.6 Student-Centred Tailored Support

- Students will receive accurate, personalised guidance considering their abilities, financial capacity, and career aspirations.
- Our counselling services will promote inclusivity, ensuring support without discrimination.

6.7 Advocacy and Well-being

- We are committed to supporting students' well-being, providing pastoral care, and respecting their rights throughout their educational journey.

7 Reporting and Compliance

- Any concerns or violations of this Ethics Policy must be reported to the designated contact person or Head of Compliance.
- Trent Education Centre Limited is committed to investigating and addressing such reports promptly and appropriately.
- Non-compliance with this policy may result in disciplinary action, including termination of employment or contractual relationships with agents.

8 Commitment to Continuous Improvement

- Trent Education Centre Limited is committed to regularly reviewing and updating this policy to ensure compliance with CMA guidelines and the highest ethical standards.
- Feedback from students, staff, and stakeholders will be actively sought to identify and address potential areas for improvement.

By adhering to this Ethics Policy, Trent Education Centre Limited ensures a fair, transparent, and ethical approach in all its operations, reinforcing trust and accountability to all stakeholders.