

Ethical Student Recruitment Policy

Regent Education Services Ltd

Last Updated: 10 March 2026

1. Policy Statement

Regent Education Services Ltd is committed to maintaining the highest standards of integrity, transparency, and professionalism in student recruitment and referral activities.

Our organisation ensures that all interactions with prospective students and partner institutions are conducted ethically and responsibly. We provide accurate and reliable information to enable students to make informed decisions about their education.

This policy reflects the ethical standards promoted by organisations such as the British Council and supports compliance with UK consumer protection principles.

2. Purpose of the Policy

The purpose of this policy is to:

- Promote ethical and responsible student recruitment practices
- Protect the interests of prospective students
- Ensure accurate and transparent communication
- Maintain trust with partner institutions
- Prevent misleading or unethical recruitment practices

3. Scope of the Policy

This policy applies to:

- Employees of Regent Education Services Ltd
- Directors and management
- Consultants or contractors
- Representatives acting on behalf of the organisation

All individuals involved in student recruitment or advisory services must follow this policy.

4. Ethical Recruitment Principles

Regent Education Services Ltd follows these key principles when advising and referring students.

Transparency

Students must receive clear and honest information about:

- Courses and programmes
- Entry requirements
- Tuition fees
- Study locations
- Partner institutions

Accuracy

All information provided to students must be accurate, up-to-date, and sourced from reliable official information.

Student Interest First

Advice given to students must prioritise their academic goals and personal circumstances.

Students must not be encouraged to choose a course or institution purely for commercial reasons.

Professional Conduct

All staff must act professionally and respectfully when interacting with students and institutions.

5. Information Provided to Students

Regent Education Services Ltd aims to provide students with clear and accurate information including:

- Available academic programmes
- Course duration and structure
- Entry requirements and eligibility
- Tuition fees and potential additional costs
- Location of study and campus information

Students will be encouraged to review official information directly from the university before making final decisions.

6. Admissions Decisions

Regent Education Services Ltd provides student guidance and referral services only.

We do not:

- influence university admissions decisions
- guarantee admission to any institution
- make decisions regarding acceptance or rejection of applications

All admissions decisions are made solely by the respective educational institutions.

7. Marketing and Advertising Standards

All marketing materials produced by Regent Education Services Ltd must be:

- honest and accurate
- clear and transparent
- free from misleading statements

Marketing must not:

- exaggerate course outcomes
- guarantee admission or visa approval
- misrepresent institutions or programmes

Any promotional materials referencing partner institutions must reflect official information provided by those institutions.

8. Avoiding Misrepresentation

Staff and representatives must not:

- provide false or misleading information
- exaggerate career prospects or academic outcomes
- misrepresent visa processes
- provide advice outside their expertise

Students must be encouraged to seek independent advice where necessary.

9. Student Documentation

Students must provide genuine and accurate documentation during the referral or application process.

Regent Education Services Ltd does not tolerate:

- falsified academic documents
- fraudulent identification documents
- misrepresentation of qualifications

If fraudulent documentation is suspected, the organisation reserves the right to discontinue services.

10. Commission Transparency

Regent Education Services Ltd may receive referral commissions from partner institutions where formal agreements exist.

However:

- commission arrangements will not influence the advice provided to students
- students' interests will always remain the primary consideration
- students will be free to choose their preferred institution

11. Protection of Student Interests

Regent Education Services Ltd is committed to supporting students by:

- providing responsible advice
- maintaining confidentiality of personal information
- respecting students' decision-making process

Personal data will be handled in accordance with the UK General Data Protection Regulation and supervised by the Information Commissioner's Office.

12. Staff Responsibilities

All staff and representatives must:

- comply with this Ethical Student Recruitment Policy
- provide accurate and honest information
- treat students respectfully and professionally
- report any unethical practices

Failure to comply with this policy may result in disciplinary action.

13. Complaints and Feedback

Students who believe that they have received misleading or inappropriate advice may submit a complaint through the organisation's Complaints Policy.

Complaints will be reviewed fairly and addressed promptly.

14. Policy Review

This policy will be reviewed periodically to ensure that recruitment practices remain ethical, transparent, and aligned with best practices within the international education sector.

15. Contact Information

For questions regarding this policy or to report concerns about recruitment practices, please contact:

Regent Education Services Ltd

Website: regenteducation.co.uk

Email: compliance@regenteducation.co.uk