

## Purpose

Seneca is committed to ensuring high service standards for its applicants and students. The Agency Code of Conduct aims to establish the expectations of professional behaviour and conduct for all agencies certified by Seneca.

Together with the Agency Agreement and the [International Student Recruitment Agency Management Policy](#), the Agency Code of Conduct constitutes the foundation on which Seneca's agency certification process rests. In outlining the ethical framework and principles by which appointed agencies are expected to abide, Seneca aims to:

- confirm that certified agencies are acting with honesty and integrity
- foster best practices among certified agencies in the recruitment and provision of services to international applicants and students
- minimize the possibility of certified agencies engaging in actions or behaviours that could harm Seneca's brand
- further enhance Seneca's reputation by establishing a mutual understanding of quality and standard of service

## Ethical framework

Certified agencies of Seneca commit to acting with:

- **Purpose** – being trustworthy and keeping the interests of students, Seneca and the wider society in mind when counselling, offering advice or conducting business at all times, even at the expense of self-interest
- **Integrity** – valuing honesty and principled business dealings and interactions, thereby avoiding potential misrepresentation of Seneca to key stakeholders
- **Professionalism** – adhering to the appropriate standards, conduct, regulations and behaviours expected of professionals in the higher education industry
- **Objectivity** – exercising professional judgment that avoids actual or perceived compromise, bias, personal interest or discrimination
- **Competence** – applying best business efforts and practicing reasonable due diligence and professionalism by being knowledgeable about the service of international postsecondary applicants and students
- **Confidentiality** – respecting, preserving and protecting, in confidence, the personal or proprietary information shared by students, applicants or Seneca
- **Transparency** – being forthcoming with conflicts of interest and information about company (third-party) practices, particularly those associated with charging fees to students or applicants

## Principles

Certified agencies of Seneca will:

- **Practise responsible business ethics** – acting professionally, honestly and responsibly by avoiding fraudulent activity, declaring conflicts of interest and maintaining appropriate levels of confidentiality and transparency
- **Deliver services that are accurate, honest, ethical and based on current standards** – staying current on international recruitment standards, policies and materials, adhering to Seneca’s brand guidelines and refraining from making false or misleading claims about Seneca or studying in Canada
- **Develop and maintain transparent business relationships with students and Seneca** – being forthcoming about all fees associated with agency-offered services, providing information clearly and comprehensively and supporting claims with written documentation
- **Act with integrity to maintain the trust, confidence and reputation of students, Seneca and the larger postsecondary education sector** – counselling and interacting with stakeholders (including applicants and students) with their best interests in mind, including practising fair processes for dispute resolution
- **Respect and abide by the relevant laws, regulations and policies set forth by Canadian, local government authorities and Seneca** – adhering to all applicable legal and regulatory requirements to protect students and remaining current with standards of practice