



Code of Practice

Our professional standards are designed to foster excellence within the field and to safeguard the interests of students, educators, and staff.

All our members and fellows should commit to the following principles:

- Always act within the legal framework of their country of operation.
- Respect the rights, aspirations, and beliefs of others, regardless of age, gender, religion, class, race, creed, or sexual orientation, while actively promoting equal opportunities for all.
- Avoid any behavior that could damage their own reputation or that of the institution.
- Maintain strict confidentiality of personal information in accordance with established guidelines.
- Dedicate themselves to delivering the highest standards of service and quality assurance at all times.
- Foster positive and professional relationships with the media to uphold the integrity of the profession.
- Refrain from making misleading or false statements in advertising or public claims.
- Ensure that terms and conditions, including policies on appeals and refunds, are clearly communicated to the public.
- Avoid publicly criticizing other professionals or organizations.
- Implement a fair and transparent complaints procedure.
- Act in a manner that consistently prioritizes the best interests of students and staff.
- Abstain from any actions that could harm students, staff, competitors, or others within the profession.
- Clearly outline and publish all relevant policies, including those related to appeals and refunds.