



## **Adopting Extreme Trust in Our Code of Conduct**

**WorldStudentAdvisors** places trust at the heart of its relationships with students, colleagues and educational institutions. The approach combines the principles of Extreme Trust with professional and ethical standards for international education advisers.

The central principle is simple: **WorldStudentAdvisors** should always act in the student's best interests. This means being honest and straightforward, giving objective and up-to-date advice, avoiding conflicts of interest and maintaining professional competence.

Transparency is equally important. Students should clearly understand what **WorldStudentAdvisors** does, what their options are and any potential conflicts of interest. At the same time, their personal information must be treated confidentially and their privacy protected.

### **Extreme Trust in Practice**

Extreme Trust means being proactive rather than simply reacting to students' questions. **WorldStudentAdvisors** advisers should anticipate concerns about course choice, affordability, scholarships and alternative destinations, and provide realistic options appropriate to the student's circumstances.

It also means identifying problems early. Missing documents, approaching deadlines and other potential difficulties should be addressed before they become serious. Support should continue after a student has secured a placement, helping to build a genuine long-term relationship rather than treating the student simply as an application.

## **Working Together**

Extreme Trust also applies within **WorldStudentAdvisors**. Colleagues should share relevant information, support one another with difficult cases and communicate openly so that students receive consistent, personalised and high-quality advice throughout their journey.

### **The Key Message**

The **WorldStudentAdvisors** approach is built around four principles: integrity, transparency, proactive communication and putting the student's interests first. By applying these principles consistently, **WorldStudentAdvisors** aims to build lasting relationships with students and educational institutions based on genuine trust.

**Disclaimer:** *This information is provided in good faith and was believed to be accurate at the time of publication. Fees, dates, entry requirements, visa regulations and other information may change. Students should check current requirements before making any financial or study commitments.*