



## GEON<sup>SM</sup> Agent Code of Conduct

The Code of Conduct for GEON<sup>SM</sup> agents serves to regulate the quality and ethics of agent services to uphold the positive reputation of GEON<sup>SM</sup> and strict standards of excellence in service to international students utilizing the GEON<sup>SM</sup> network. The Code of Conduct also outlines the expected roles and responsibilities of GEON<sup>SM</sup> agents.

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1. GEON<sup>SM</sup> agents must abide by the highest standard of ethical practices to uphold and enhance the international reputation of GEON<sup>SM</sup> for delivering the highest-quality students to the most respected universities in the United States of America.
2. GEON<sup>SM</sup> agents must abide by all laws governing the recruitment of international students from their country of origin and those of the United States of America.
3. GEON<sup>SM</sup> agents must provide prospective students with exemplary service in the best interests of the students, academically, financially and personally.
4. GEON<sup>SM</sup> agents must provide prospective students with complete and accurate information about the locations, fees, programs, deadlines and scholarships offered by GEON<sup>SM</sup> partner universities.
5. GEON<sup>SM</sup> agents must actively pursue and campaign for GEON<sup>SM</sup> partner universities in an aggressive, yet respectful and culturally sensitive manner.
6. All promotional materials used to market GEON<sup>SM</sup> and its university network, not provided by GEON<sup>SM</sup>, must be reviewed for cultural appropriateness and informational accuracy and approved by GEON<sup>SM</sup>.
7. All materials provided by GEON<sup>SM</sup> and approved promotional materials must be displayed in an orderly and professional display in a manner deemed culturally appropriate for the particular region.
8. GEON<sup>SM</sup> holds the right to directly contact students after the initial application is submitted to provide more specific guidance in regards to partner universities, immigration and visas, safe travel and in-country support.
9. GEON<sup>SM</sup> holds the right to cancel partnerships with underperforming agents after any commission payments owed have been processed.
10. GEON<sup>SM</sup> has a zero tolerance policy regarding any ethical misconduct by its partner agents. GEON<sup>SM</sup> may immediately cancel partnerships with agents suspected of unethical practices.