

EUROPEAN ASSOCIATION FOR HIGHER EDUCATION ADVANCEMENT

Document 2.1:

PRINCIPLES OF ETHICS

Integrity is a central and defining characteristic of a quality institution. It is shown in the way the institution and its programs are operated, and it supports the Standards for Accreditation (Document 2). These Principles apply to every institution that holds an EAHEA accreditation and to every institution that applies for one. The rules of conduct that apply in the work and the transactions of EAHEA, such as impartiality, confidentiality and conflicts of interest, are set out separately in the Code of Ethics (Document 2.2), which is accepted by the Declaration in Document 9.

An institution that holds an EAHEA accreditation upholds the following principles.

1. **Educational quality.** It offers programs of study that are educationally sound, up to date, of high quality and demonstrably effective, and it promotes education and training of the highest quality and integrity.

2. **Equal treatment.** It publicly states and shows that it does not discriminate on the basis of age, race, color, ethnic or national origin, language, religion, gender, sexual orientation, disability, marital status or political opinion.

3. **Honest information.** It keeps its advertising, admission and enrollment practices fair, ethical and clearly stated, and represents itself and its services accurately and fairly to everyone. It publishes the total cost of a program, the payment schedule and the refund conditions before enrollment, and it does not state or imply that employment, admission to another institution, a license or any other result is guaranteed.

4. **Support and protection of learners.** It provides effective student services that recognize individual differences and support retention, graduation and, where applicable, employability. It gives each learner a written enrollment agreement, handles complaints and refund requests in a documented and timely way, and, if it closes a program or stops operating, lets enrolled learners finish or gives them a fair refund.

5. **Financial integrity.** It administers all financial aspects of the institution properly and ethically.

6. **Academic integrity.** It does not sell or promise a qualification without real study and assessment, and it protects its assessments, certificates and transcripts against fraud.

7. **Confidentiality and data protection.** It keeps the personal data and records of learners and staff confidential and secure, and processes them lawfully.

8. **Accurate use of accreditation.** It states its accreditation accurately and completely, for the scope that was accredited only, and uses the EAHEA name, logo, emblem, seal and badges as the Logo & Emblem Usage Guidelines (Document 10) allow.

9. **Self-regulation and improvement.** It embraces the voluntary self-regulation that is inherent in accreditation, and works continually to improve the quality of its education and services.

10. **Service to the community.** It shows a commitment to the people it serves through its involvement and participation in its community, and it prepares learners with skills that support a productive workforce.

In the accreditation process, an institution gives EAHEA accurate, complete and relevant information, including the reports of other accrediting, licensing and auditing bodies. A failure to report honestly, by giving false or misleading information, including misrepresentation by omission, is a breach of integrity. It seriously jeopardizes the institution's accreditation status and may lead to a warning, a corrective action plan, suspension or revocation, as set out in Document 1, Section 5.