



NEW ALTERNATIVE PATH
YOUR STEPPING STONE TO SUCCESS

✉ office@newalternative.co.uk ☎ 07365 22517 🌐 <https://newalternative.co.uk/>

Ethics Policy

New Alternative Path is committed to Integrity, Fairness & Student-Centered Values

Effective Date: 20th March 2025

Approved by: Ayshe Sivri

Version: 1.0

1. Purpose

This Ethics Policy outlines the expected standards of behaviour for employees, partners, and associates of New Alternative Path. It encourages integrity, openness, and professionalism in all dealings with students, parents, educational institutions, and external stakeholders.

2. Scope

This policy is for all full-time and part-time employees, freelance consultants, contractors, and anyone representing New Alternative Path.

3. Core Ethical Principles

3.1 Integrity

- Always give clear, truthful, and fair advice.
- Don't overstate or make false claims about services, results, or connections.
- Be open about any possible conflicts of interest.

3.2 Confidentiality

- Keep all student and client info private.
- Don't share personal, academic, or financial details unless you have permission.
- Follow data protection laws like GDPR and other local regulations.



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3.3 Respect & Fairness

- Always show respect and dignity to everyone you work with, no matter their background, nationality, gender, or beliefs.
- Treat all clients equally, without any bias or favouritism.
- Steer clear of any coercive or manipulative tactics when hiring or giving advice.

3.4 Accountability

- Own your professional decisions and guidance completely.
- If you mess up, own it and fix it quickly.
- Keep detailed records of your advice, applications, and communications.

3.5 Professionalism

- Provide services promptly, communicate effectively, and keep a polite tone in every interaction.
- Dress and act suitably, particularly when representing New Alternative Path in public or at meetings.
- Stay informed about the latest education systems, visa regulations, and institutional policies.

4 . Prohibited Conduct

- Misleading claims about New Alternative Path partnerships or affiliations.
- Taking or asking for bribes, kickbacks, or gifts that could sway decisions.
Promising admission or visa approvals.
- Disclosing student information to outside parties without permission.

5. Conflict of Interest

- Staff should steer clear of any scenarios where their personal interests clash with their responsibilities to students or New Alternative Path.
- If there's a chance of a conflict, it needs to be reported to a supervisor right away.



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6. Reporting & Whistleblowing

If you see any shady behaviour, misconduct, or policy violations, make sure to report it confidentially to the Ethics Officer or Director. Don't worry, whistleblowers are safe from any backlash.

7. Policy Enforcement

Breaking this policy could lead to disciplinary measures, which might include losing your job or contract, and possibly facing legal consequences if necessary.

8. Acknowledgment & Training

All staff are required to:

- Read and acknowledge this policy.
- Participate in periodic ethics and compliance training sessions.

9. Policy Review

This policy will be reviewed annually or as needed to reflect changes in regulations, services, or organizational values.