

Code of Ethics

Our Code of Ethics sets out the attitudes and behaviours we expect from our members, and offers clear guidance to support their professional growth. It defines the values that shape our work, alongside compliance with relevant legislation. All members are expected to uphold the following core principles:

- Equity and diversity – design, deliver and promote accessible services that meet the needs of all, regardless of age, disability, gender identity, race (including colour, nationality and ethnic or national origin), political or religious beliefs, or sexual orientation.
- Achievement for all – treat every individual fairly and with respect for their experiences, abilities and potential, and actively challenge inequity where it is found.
- Impartiality – embed impartiality into the design and delivery of career development services, so students and graduates are free to explore and shape their own paths. Declare any conflicts of interest as soon as they arise.
- Confidentiality – protect client confidentiality and the right to privacy, in line with data protection and other relevant legislation. Integrity – act with honesty, transparency and professionalism in the provision of services, the management of expectations and the keeping of commitments.
- Professional commitment – contribute to high standards across the higher education careers and employability sector by sharing knowledge, engaging in professional dialogue through the Graduate Futures Institute community and working in line with the Membership Quality Standard.