

Digital Markets, Competition and Consumers Act 2024 & CMA Requirements

As authorised representatives of Northumbria University, all recruitment agents operate within a comprehensive UK regulatory framework designed to protect prospective students as consumers.

All information provide to prospective students must be accurate, transparent and not misleading.

Key Requirements

- Provide accurate, current information on courses, fees, entry requirements and scholarships.
- Use only official University materials.
- Never make promises the University cannot guarantee (employment, course details, support services, visa success, accommodation etc.)
- Represent all costs and eligibility criteria accurately, referring to the University website.
- When supporting prospective students, you must provide clear information. Allow adequate time for them to consider their decision without applying pressure or imposing tight deadline.

Accountability, University Liability and Your Responsibility

Northumbria University bears ultimate legal liability for recruitment activities conducted on our behalf. However, agents must demonstrate due diligence and act responsibly at all times.