

Code of Conduct

The Code of Conduct reflects WSET's mission and values. It promotes professionalism, quality, honesty, and integrity. By becoming an APP, we as staff agree to:

- Uphold the reputation of WSET and its qualifications, doing nothing to bring WSET or any APP into disrepute.
- Comply with the terms and conditions of the Centre Agreement.
- Act with openness, honesty, and integrity in all aspects of WSET course and assessment delivery.
- Commit to providing a consistently efficient and effective level of customer service.
- Maintain the highest professional standards in preparing students for assessments, ensuring that they are taught in accordance with the current Specification for the qualification concerned.
- Offer open access to WSET qualifications for all students and treat them fairly and without bias or prejudice.
- Treat all members of the WSET community including their staff, students, other APPs and WSET staff professionally and respectfully.
- Respond to requests for information from WSET and its regulators in a timely fashion and in accordance with documented or stated timeframes.
- Comply with WSET Brand Identity Guidelines and regulations on copyright, trademark, and intellectual property.
- Compete fairly in other APPs in the spirit of collaborative competition and mutual respect.
- Refrain from any form of advertising or promotion that uses qualitative statements to the detriment of other APPS, organisations, or individuals.
- Comply with all legal and regulatory requirements in the country and region where you deliver WSET courses and exams; and
- Promote the responsible consumption of wines, spirits, and Sake.

For information on potential consequences of failing to maintain these standards, please see WSET's Malpractice and Maladministration Policy.