

## Direct Contact Service (DCS) 2018 – Code of Conduct

### Contacting prospective students

This document sets out the Code of Conduct that provider customers must adhere to in using the DCS to contact applicants. You must provide a copy of this document to all members of staff who will be contacting applicants.

### Contacting applicants by email and SMS

The DCS trial is based around telephone contact. This is so that admissions professionals can provide the correct context and answer questions. The applicant details form includes the applicant's email address which can be used as a secondary communication method for cases where it is proving difficult to reach the applicant by telephone.

Please note that automated or bulk messaging by email or SMS is not allowed.

### Calling applicants

Once connected to an applicant, you must check you are speaking to the applicant, introduce who you are, including the name of your provider, and that you are calling because you understand that the applicant has signed up to the **UCAS Direct Contact Service** – so that they receive calls about possible places for them if they are not holding an offer.

You must then check that the applicant is unplaced and that they are considering a place in Clearing. Unless the applicant confirms both, the call must end and you must not contact the applicant again.

If the applicant is unplaced and considering a place in Clearing you may then discuss the courses you have available. Should you wish to discuss an applicant's information (including anything listed on the applicant details form), then you must verify that you are speaking to the applicant by requesting their Personal ID (PID) and substantiating it is for the applicant (through web-link). If you do decide to offer a place to the applicant, you must make the offer valid for a minimum of 24 hours.

If the applicant wants to take up your offer, they should add you as their Clearing choice in Track in the normal way – applicants will be able to do this from 15:00 (GMT) on 16 August. To do this, they will need your institution code, course code, start date, and campus code (if applicable) as these enable them to add the choice in Track.

If you are unable to reach the applicant first time, please leave your details so they can contact you. You should leave a name, where you are calling from, and a telephone number for applicants to call back on. No more than two answerphone messages should be left for an applicant when trying to make initial contact.

**You are prohibited from:**

- Using the data for anything other than purposes of recruiting unplaced applicants during Clearing 2018
- Discussing courses an applicant cannot add in Clearing via Track
- Calling outside of the call period 8:00-19:00 (GMT)
- Contacting an applicant more than once if they have indicated that they are placed or are not interested in discussing Clearing vacancies with you
- Contacting an applicant on multiple occasions except where:
  - You are leaving an answerphone message as described above
  - You have the applicant's consent to do so
  - You are using an alternative means of contact, such as SMS or email as you have been unable to reach the applicant by telephone (SMS and email may only be used once)
  - Making calls to applicants supplied via DCS after the close of Clearing