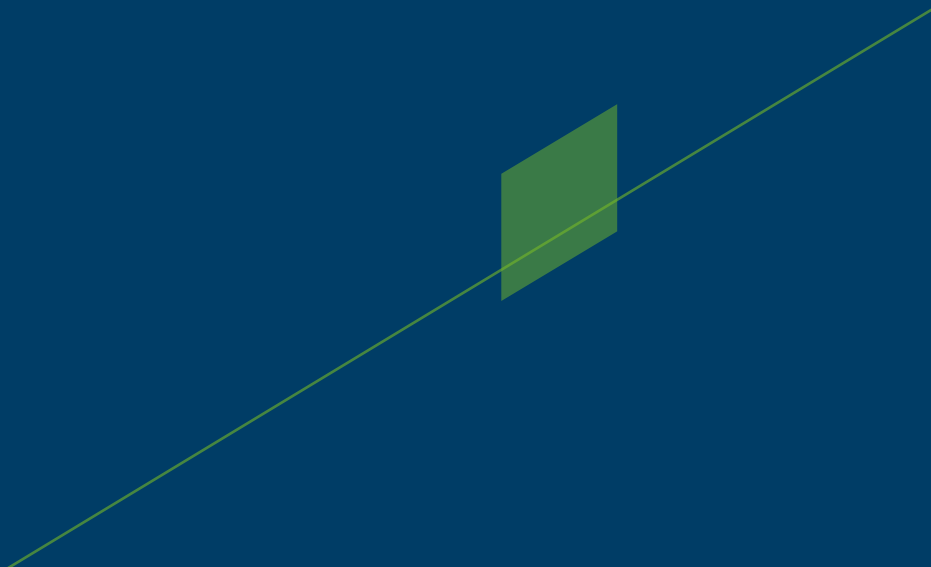


Quality Standards for Professional Recruitment Services

of the General Association of
Personnel Service Providers (GVP)





Preamble

The member companies of the General Association of Personnel Service Providers (GVP) are aware of their social and economic responsibilities. They have therefore committed themselves to the GVP's Code of Conduct and Ethics.

Personnel Service Providers operate at the intersection of the interests of clients and candidates; they work with people and their personal data. Sustainable success in this field is only possible on the basis of confidentiality and integrity. As intermediaries between candidates and client organisations, they ensure that all parties involved – companies, recruiters and applicants – can rely on transparent processes and a high level of professionalism.

This is why the GVP has developed quality standards for recruitment and temporary employment services. These quality standards set out the fundamental criteria for good recruitment and serve as the association's guidelines.



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Introduction to Quality Criteria in Recruitment

Recruitment, as an essential part of human resources services, has become an integral part of today's modern, constantly changing work environment. This service is used by client organisations and applicants alike. In view of demographic trends and the resulting labour shortages, recruitment is also gaining importance for society as a whole: recruitment agencies ensure that candidates find roles where they are urgently needed.

The GVP quality standards set the benchmark for fair, efficient and ethical service provision. They establish a clear framework for the professional search and placement of applicants for permanent positions with clients, going beyond the mere referral of talent. The standards are based on the principles of ethical and responsible business conduct, rooted in the German tradition of the „Ehrbarer Kaufmann“, the GVP's guidelines for action, and legal requirements regarding equality, anti-discrimination and data protection. By adhering to these quality standards, the signatories ensure a transparent, respectful and responsible recruitment process. The quality standards for recruitment strengthen trust between recruitment agencies, companies and candidates, and form the basis for long-term, successful collaboration.

By ensuring professional and technical expertise, open communication and continuous professional development, the signatories to the quality standards are establishing themselves as reliable partners in the labour market. These standards not only promote the quality of recruitment services but also help to strengthen the sector's reputation in the long term and shape positive change in the world of work.

1. Quality of the Intermediary

Professional recruiters are an essential link between companies seeking qualified staff and applicants looking for new career prospects. They act not only as intermediaries but also as mediators between the interests of applicants and companies, with the quality of their work being largely determined by their professional expertise, methodology and integrity.

In order to meet the quality standards, recruitment agencies undertake to continuously develop and enhance their skills.

I. Professional and Methodological Competence

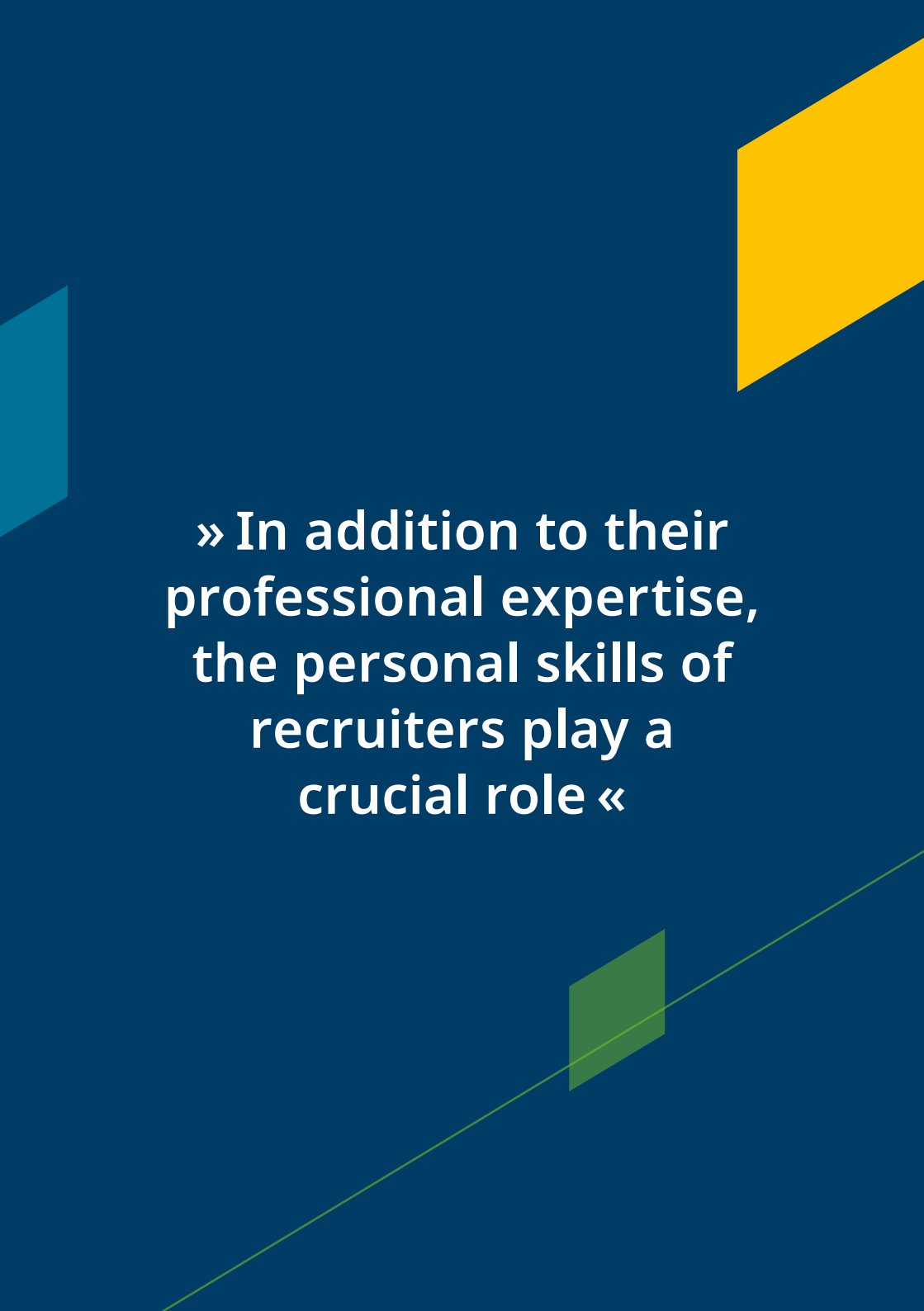
A solid foundation of professional and methodological expertise is key to ensuring quality in recruitment.

- ▀ Recruitment professionals have in-depth knowledge of organisational structures, employment law and topics related to work and organisational psychology.
- ▀ Ideally recruitment professionals should have relevant occupational experience, for example in human resources, sales or administration.
- ▀ Recruitment professionals have knowledge of hiring methods, interview techniques and selection processes, as well as legal issues such as data protection, personal rights and anti-discrimination.

II. Soft Skills and intercultural competence

In addition to their professional expertise, the personal skills of recruiters play a crucial role.

- ▀ Recruiters effectively advise and support both applicants and clients effectively through their communication and negotiation skills. This promotes trust and contributes to the success of the recruitment process.
- ▀ Recruitment professionals are able to interact with people from diverse cultural backgrounds with respect and appreciation.



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III. Networking Skills

A strong and well-maintained network is essential for successful recruitment. The exchange of knowledge and experience within the industry fosters personal development and provides access to valuable resources.

- Recruiters actively maintain their network by regularly attending industry events, trade fairs and conferences, as well as through membership in professional associations.
- Existing customer relationships are also maintained on an ongoing basis.
- Recruitment professionals also maintain contact with cross-industry institutions and companies in order to gain a comprehensive understanding of their needs and expectations and to develop trusting relationships.

IV. Expertise and continuous professional development

The continuous development of recruitment professionals' skills ensures that they are always up to date and able to provide high-quality services.

- Regular further training and keeping up with market trends and legal developments are an essential part of the business.
- Recruiters regularly undertake ongoing training in areas such as communication skills, negotiation techniques and approaches based on occupational psychology.
- Recruitment professionals receive regular training and development opportunities to ensure a high standard of quality.
- Recruiters keep up to date with the latest recruitment technologies.

2. Quality of Relationships with Applicants and Customers

The quality standards apply to all relationships maintained by recruitment agencies, whether with clients, applicants or staff. Recruitment agencies also assess external partners against these quality standards, provided they are involved in the recruitment process. The aim is to ensure a high standard of quality in all aspects of the service and to foster long-term, trust-based relationships.

I. Trust-based, long-term relationships with clients and applicants

Although the cost of the service is borne exclusively by the client company, recruitment agencies are constantly caught between the competing interests of clients and applicants.

- Recruiters build relationships based on trust with both their clients and applicants. These relationships are founded on openness, honesty and mutual respect, with a view to ensuring long-term success and satisfaction.
- Recruiters do not merely seek short-term success; they aim to build long-term, trust-based business relationships.
- Building a close and personal relationship between the recruiter and the client or applicant is crucial to ensuring that quality objectives are met.
- Recruiters aim to achieve the best possible match between applicants and client companies.
- Recruiters promote sustainable employment relationships and look after the wellbeing of the applicants they place.
- Selection processes take into account the principles of diversity and inclusion in order to ensure equal opportunities.

II. Transparent and open Communication

Clear and open communication ensures that both clients and applicants are kept informed and involved throughout the recruitment process.

- Before each placement, a detailed needs analysis is carried out with the client to ensure that requirements and expectations are clearly defined.



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- The recruitment agency ensures transparent communication with clients and applicants regarding requirements, expectations and potential challenges.
- Regular updates on the progress of the placement, as well as an honest assessment of the opportunities and challenges, are an integral part of the partnership.
- A designated contact person at the recruitment agency oversees the entire placement process and ensures clarity and trust for both clients and applicants (One-Face-to-the-Customer/Applicant).

III. Careful selection and assessment of applicants

A thorough assessment and selection of applicants ensures that they meet the clients' requirements and can be successfully integrated into the corporate culture.

- Applicants are carefully selected and assessed for suitability. This includes structured interviews, reference checks and, where appropriate, aptitude tests.
- In addition to the applicants' professional qualifications, their potential and suitability for the client's corporate culture are also taken into account.
- The recruitment agency ensures that the applicants' qualifications are fully and transparently documented, including references and evidence of further training.

IV. Independence and ethical Standards

Acting independently and upholding high ethical standards are essential to working in the best interests of clients and applicants and to establishing trust.

- Recruiters act independently and objectively, without allowing themselves to be influenced by third parties.
- Before accepting an assignment, a feasibility assessment is carried out to ensure that the assignment is realistically achievable.
- Even in the face of technological progress, recruiters remain committed to ethical principles and combine technological innovations with personal expertise.
- Recruiters only accept assignments for which they or their team possess the necessary knowledge, skills and resources.

V. Quality control and Feedback

Through continuous quality control and gathering feedback, recruitment agencies can optimise their processes, guarantee the quality of their service and ensure the satisfaction of both clients and applicants. The aim is to deliver a process that is both swift and of a high standard.

- Recruitment agencies continuously review the quality of their services and adjust them where necessary.
- Recruitment agencies regularly assess the satisfaction of their clients and applicants through structured surveys or feedback tools. The results are documented and used to continuously improve their services. Feedback is actively sought in this process.
- After each successful placement, both clients and applicants are surveyed to ensure ongoing satisfaction and to enable early intervention should any issues arise.
- Recruitment agencies use key performance indicators for quality control, such as:
 - The acceptance rate: the frequency with which applicants accept the offered position following an interview.
 - The time required to fill a vacant position (time-to-fill / time-to-hire).
- Reviews of recruitment consultants on job portals are used to analyse perceptions of quality and to make targeted improvements to the recruitment processes.



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3. Data Security and GDPR-Compliance

Protecting personal data is a top priority, and compliance with the General Data Protection Regulation (GDPR) is essential to ensuring the confidentiality and security of customers' and applicants' information.

- Personal data is processed exclusively with the consent of the persons concerned and in accordance with the applicable data protection laws.
- Recruitment agencies handle all data relating to clients and candidates securely and confidentially. All staff receive regular training on data security to prevent breaches.
- All information collected is treated as strictly confidential in order to protect the interests of clients and candidates.



» The protection
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Notes

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