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Online recruitment – Code of practice

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Summary of pages

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Foreword

Publishing information

This British Standard is published by BSI and came into effect on 31 September 2011. It was prepared by Technical Committee SVS/9, *Recruitment services*. A list of organizations represented on this committee can be obtained on request to its secretary.

Use of this document

As a code of practice, this British Standard takes the form of guidance and recommendations. It should not be quoted as if it were a specification and particular care should be taken to ensure that claims of compliance are not misleading.

Any user claiming compliance with this British Standard is expected to be able to justify any course of action that deviates from its recommendations.

Presentational conventions

The provisions in this standard are presented in roman (i.e. upright) type. Its recommendations are expressed in sentences in which the principal auxiliary verb is “should”.

Commentary, explanation and general informative material is presented in smaller italic type, and does not constitute a normative element.

Contractual and legal considerations

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a British Standard cannot confer immunity from legal obligations.

[1] Data Protection Act, 1998. <http://www.legislation.gov.uk/>

[2] Freedom of Information (Scotland) Act 2002. <http://www.legislation.gov.uk/>

[3] Freedom of Information Act 2000. <http://www.legislation.gov.uk/>

Introduction

This voluntary British Standard codifies best practice for all those operating in the online recruitment sector.

It forms a foundation for an organization's online strategy which aims to benefit the recruiter, candidate and suppliers involved in the process.

Online recruitment, also known as e-recruitment, is the integration of online and offline technologies to support elements of the recruitment cycle. There are many vendors of software solutions (e.g. Applicant Tracking Systems [ATS], Recruitment Management Systems [RMS]) available to help businesses run their end-to-end recruitment processes almost exclusively online.

The internet has enabled the development of new channels for employers and potential employees to make contact with technology available to seek and post vacancies and distribute through third party media for example job boards, mobile technology, social media and for applicants to search for vacancies, be notified about roles by email, and to apply online. Candidates are able to upload their CV speculatively onto searchable databases for potential employers to search.

Online recruitment has grown and continues to do so as employers' and recruiters' awareness of the benefits increases. Advertising and recruitment costs, administration and time to hire can all be reduced as businesses learn to streamline and automate relevant processes. Effective use of the internet can also widen the populations that a recruiter can select from, improving diversity.

Additionally, employers are increasingly aware that poor performance in recruitment markets can affect the company brand, and companies are more alert to the need to align their recruitment processes with their overall branding strategy. Companies are investing in technology and processes to increasingly treat their applicants like consumers.

This British Standard is not intended to detail any of the legal obligations relevant to recruiters and service providers in the recruitment arena. It is assumed that processes and procedures are followed that comply with all relevant legislation including:

Data Protection legislation;

Discrimination legislation, including Accessibility;

Legislation relating to eligibility of employment in the UK;

Employment Agencies Act 1973;

The Conduct of Employment Agencies and Employment Businesses Regulations 2003.