

## **Rare – A Correction**

Our last newsletter to SEO alumni included some remarks regarding Rare Recruitment Limited under the heading ‘Please plug SEO! Beware imitators!’, which we made in response to comments we had received from alumni and students.

This email contained remarks which SEO now understands incorrectly reflect Rare’s practices, and SEO wishes to make the following corrections to set the record straight:

1. We should not have described Rare as ‘imitators’ or ‘copycat’ and, on reflection, we regret the tone of some of the comments made, which was inappropriate and certainly not SEO’s intention. Both SEO and Rare believe passionately in the importance of diversity and are proud of the difference our respective organisations make to the lives of many students from diverse backgrounds.
2. Rare has always operated on the basis that there is no room for ‘exclusivity’ and that there is ample room in the marketplace for different approaches. SEO shares this view.
3. SEO and Rare both work with leading financial institutions, professional firms and large corporates to increase diversity, but Rare is not a copycat or imitator of SEO. Rare and SEO differentiate their programs and the way in which they work with students.
4. Rare is a for-profit social enterprise. All profits in Rare have been reinvested in the business every year since 2006.
5. Rare has never had a consistent policy to specifically request the exclusion of SEO from on campus events with students and societies and that it has never signed an exclusive sponsorship agreement with any student society or made effective guarantees to the heads of student societies of placements through the Rare scheme.
6. Rare has never required students to sign an exclusivity agreement. Rare confirms students are free to join SEO as well as Rare. For many years Rare has explicitly and prominently stated in the FAQ statement of its website that students are free to join SEO as well as Rare. Rare has not told, and does not tell, students that ‘they should ideally only use Rare’.

We are pleased to make the above corrections and regret any offence we may have caused Rare.