

# Use of Certificates and Certification and Accreditation Marks

GT001, rev 3

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## Purpose

The purpose of this document is to ensure proper use by certified clients of

- Intertek Certificates and certification marks;
- Accreditation marks, CE mark and EC certificates;
- Certification statements

## Scope

- This document provided the rules governing the use of all certificates issued and certification marks provided by Intertek.
- The referenced documents provide the rules governing the use of accreditation body marks (see section 3 below)
- The referenced documents provide the rules governing the use of any statement on product packaging or in accompanying information that the certified client has a certified management system

## Responsibility

- Certified clients shall comply with the rules provided in this document.
- Intertek auditors are responsible for verifying, at each visit, that certified clients use certificates, certification marks and accreditation body marks in accordance with the rules provided in this document and reporting infringements to the same, if any.
  - o When continuing use of a product certification mark is authorized for placement on a product (or its packaging, or information accompanying it) of a type which has been certified, surveillance shall be established and shall include periodic surveillance of marked products to ensure ongoing validity of the demonstration of fulfillment of product requirements.
  - o When continuing use of a product certification mark is authorized for a process or service, surveillance shall be established and shall include periodic surveillance activities to ensure ongoing validity of the demonstration of fulfillment of process or service requirements.

## Process

### Section 1: Use of Intertek certificates and certification marks

- 1.1. Intertek will provide its certified clients with the relevant Intertek certification mark(s).
- 1.2. Certified clients may utilize the certification mark in communication media such as the internet, brochures, letter paper, envelopes, business cards and certain packaging (see Table 1).
- 1.3. When permitted, this mark can be used in conjunction with the relevant accreditation mark (see Section 3 below for references to the additional rules on the use of accreditation body marks).
- 1.4. When displayed in conjunction with the accreditation mark(s), Intertek's mark(s) may only be reproduced in black. When displayed without the accreditation mark(s), Intertek's mark(s) may be reproduced in blue (as provided by Intertek), black or in the predominant color of the letterhead or printing. The mark may only be reproduced on a clearly contrasting background.
- 1.5. If the scope of certification does not include all products and/or services provided by the organization, and/or all locations/facilities of the organization, the material bearing the mark shall not suggest that all products/services/sites/locations of the organization are covered by the scope of certification.

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- 1.6. The mark(s) cannot be altered or modified. However, it may be resized, provided the proportions of the entire mark are maintained and all features of the mark are clearly distinguishable. When the mark as provided includes an accreditation number, the number is part of the mark and cannot be removed from the mark.
- 1.7. The client shall not use the certificate and/or the certification mark(s) provided by Intertek in such in a manner that would bring Intertek, and/or the Accreditation Body or, and/or the certification system into disrepute and lose public trust, and shall not make any statement regarding its product certification that Intertek may consider to be misleading or unauthorized.
- 1.8. Under no conditions shall the management system mark be affixed to a product or used in any other misleading manner that might suggest product, process or service certification. The mark applies only to management system certification. (For further details see Table 1 below)
- 1.9. Photocopies or electronic copies of original “paper” versions of the certificates may be in full color, and need to be watermarked or otherwise marked as being a copy of the original.
- 1.10. Electronic versions of the certificates provided by Intertek, and identified as such, can be used by the certified client for publicity/promotional and/or printing purposes without being watermarked or otherwise marked as being a copy of the original. The certificate can be used “as provided” by Intertek and cannot be altered or modified.
- 1.11. The right to use the certification mark by the organization cannot be assigned to or acquired by any other person, entity, or corporation (including through a change of ownership of the organization) without Intertek’s prior written consent.
- 1.12. Upon a reduction of the scope of certification, the client shall amend all advertising material referring to its certification to properly reflect the reduced scope.
- 1.13. Upon withdrawal or termination of its certification, the client shall discontinue its use of all advertising material that contains a reference to certification, and take actions as required by the certification scheme and any other required measures as directed by Intertek.
- 1.14. **Testing and Calibration Laboratories Specific Requirement:** Certified laboratories are not permitted to apply Intertek’s mark (with or without the accreditation marks) to their laboratory test and/or calibration reports, as such reports are deemed to be products in this context.
- 1.15. **Contractual obligation:** Correct use of the certificate, certification mark or accreditation mark is a contractual obligation and will be monitored at surveillance and certificate renewal assessments. Any misuse of the certificate, certification mark or accreditation by the client may result in suspension or withdrawal of the certification by Intertek. Intertek’s considerations with respect to suspension or withdrawal will be as follows:
  - 1.15.1. Inadvertent misuse: with this activity, the organization will be required to immediately withdraw the offending materials, or Intertek will suspend certification until the misuse is rectified. Repeated inadvertent misuse will not be tolerated by Intertek and therefore will be cause for withdrawal of certification.
  - 1.15.2. Fraud: with an activity considered premeditated on the part of the organization, Intertek will withdraw certification and publish notices to that effect in the directory of certified companies.

**Table 1: Guidance table for proper use of management system certification marks (Note 1)**

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	On Product (Note 2)	On larger boxes, etc. used for transportation of products (Note 3)	On letterhead, pamphlets, etc. for advertisement
<b>Without a Statement</b>	Not allowed	Not allowed	Allowed
<b>With a statement (Note 4)</b>	Not allowed	Allowed	Allowed
<b>A statement without a Mark (Note 5)</b>	Not allowed	Allowed	Allowed

- Note 1. This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not mislead.
- Note 2. This could be a tangible product itself or product in an individual package, container, etc. In the case of testing/analyzing activities, it could be a test/analysis report.
- Note 3. This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching the end user.
- Note 4. This could be a clear statement that “(This product) was manufactured in a plant whose Management System (be specific: Quality, Environmental, etc.) is certified as being in conformity with (standard to be identified, e.g. ISO 9001).”
- Note 5: The statement shall include reference to: 1) identification (e.g. brand or name) of the certified client, 2) the type of management system (e.g. quality, environment) and the applicable standard and 3) the certification body issuing the certificate.

### Section 2: Additional information

- 2.1 If you have any questions as to whether your proposed use of the certification marks on an advertisement, brochure or other promotional material is in compliance with these guidelines, please send a sample to Intertek for review.
- 2.2 For the use of the certification mark on electronic documentation (i.e. websites), the same rules as stated in these guidelines apply.
- 2.3 Additional information on publicizing your management system certification may be found at the following website [http://www.iso.org/iso/publicizing\\_iso9001\\_iso14001\\_certification\\_2010.pdf](http://www.iso.org/iso/publicizing_iso9001_iso14001_certification_2010.pdf)

### Section 3: Use of accreditation body marks

- 3.1 ISO does not permit anyone to use the ISO logo in connection with certification. The ISO logo is a registered trademark and cannot be used by anyone outside of ISO, unless authorized. As ISO does not perform certification or accreditation it would be misleading to allow its logo to be used in this way.



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- 3.2 When permitted, the client is only authorized to use the accreditation marks provided by Intertek and appearing on the certificates issued to the client by Intertek.
- 3.3 The rules pertaining the use of the accreditation body marks by certified clients are available at: <http://www.intertek.com/auditing/management-systems/policy/>