

Document Title:		
Instructions for Use of Reference to Certification and Certification Marks		
Revision No: 05	Date: 15-10-2020	
Document No: ZQAPL/MSCD001/D-12(ASCB)	Prepared By: MR	Approved By: Director Operations

1. Purpose

The purpose of this process is to ensure proper use of Certificate and Certification Marks by certified clients.

2. Scope

The use of all certificates issued and certification marks provided by Zenith Quality Assessors Pvt. Ltd. (ZQAPL)

3. Responsibility

1. Certified clients shall comply with the directives provided in this document.
2. ZQAPL Auditors are responsible for verifying, at each visit, that certified clients use Certificates and Certification Marks as per the directives provided in this document

4. Process

4.1. Use of Certification Mark:

- 4.1.1 ZQAPL will provide the relevant ZQAPL Certification Mark & Accreditation Mark to clients whose management system has been certified by ZQAPL
- 4.1.2 The management system Certification Mark & Accreditation Mark shall neither be used on product nor product packaging, nor in any other way that may be interpreted as denoting product conformity.
- 4.1.3 ZQAPL does not permit its Certification Mark & Accreditation Mark to be applied by certified clients to laboratory test reports, calibration or inspection reports or certificates.
- 4.1.4 Certified clients have the right to utilize the Certification Mark & Accreditation Mark, in accordance with the guidelines and directives provided in this document. The Certification Mark & Accreditation Mark can be used on letterhead, brochures and for promotional material relating to management system.
 - 4.1.1 The Certification Mark & Accreditation Mark shall only be used whilst the quality system is maintained and the certification remains valid
 - 4.1.2 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 Certification Mark & Accreditation Mark shall not suggest that all products / services / sites / locations of the organization are covered by the scope of certification.
 - 4.1.3 The Certification Mark & Accreditation Mark cannot be altered or modified. However, it may be resized, provided the proportions of the entire mark are maintained without distortion of its dimensions and all features of the mark are clearly distinguishable.
 - 4.1.4 The Certification Mark & Accreditation Mark cannot be displayed on buildings, flags and vehicles.

4.2. Reference to Certification:

- 4.2.1 Shall not be used on a product or affixed in any way on product packaging that may be interpreted as denoting product certification or conformity. Primary Product packaging/label is considered as that removal of which will result in disintegration or damage of the product. The statement shall in no way imply that the product, process or service is certified by this means.

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4.2.2 Can only be placed on product accompanying information or secondary / tertiary product packaging. Accompanying information is considered as separately available or easily detachable from product. Secondary/tertiary product packaging is considered as that which can be removed without the product disintegrating or being damaged.

The reference to certification statement shall be written as;

- Identification (e.g. brand or name) of the certified client;
- the type of management system (e.g. quality, environment) and the applicable standard;
- The name of certification body issuing the certificate i.e. Zenith Quality Assessors Pvt. Ltd.

E.g. ABC Pvt. Ltd., An ISO 9001 Quality Management System certified by. Zenith Quality Assessors Pvt. Ltd.

In addition to the points mentioned above, the certified client is obliged to ensure that the Reference to certification and use of mark;

- Does not provide any misleading statement regarding its certification
- Does not use or permit the use of a certification document or any part thereof in a misleading manner;
- Upon Suspension / Withdrawal of its certification, discontinues its use of all advertising matter that contains a reference to certification, as directed by the ZQAPL
- Amends all advertising matter when the scope of certification has been reduced
- Does not allow reference to its management system certification to be used in such a way as to imply that the certification body certifies a product (including service) or process
- Does not imply that the certification applies to activities and sites that are outside the scope of certification
- Does not use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust.
- An organization may photocopy or scan their current Certificate of Registration for publicity purposes and as evidence of their certification. Photocopies or electronic copies may be in full color, and do not need to be watermarked or otherwise marked as being a copy of the original.
- The right to use the Certification Mark or reference to certification 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 ZQAPL's prior written consent.

Zenith Quality Assessors Pvt. Ltd.. is authorized to exercise proper control of ownership of certification references and use of Certification Mark and Accreditation Mark and checks the usage during routine surveillance activities and during the conduct of on-site audits.

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ZQAPL could include requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action if incorrect references to certification status or misleading use of certification documents, marks or audit reports are found during routine surveillance activities or during conduct of on-site audits.

5. Misuse:

- Misuse of the Certification Mark, Accreditation Mark or Certificate of Registration by the client may result in suspension or withdrawal of the certification by ZQAPL. ZQAPL’s considerations with respect to suspension or withdrawal will be as follows:
- Inadvertent misuse: with this activity, the organization will be required to immediately withdraw the non-conforming materials, or else ZQAPL will suspend certification until the misuse is rectified. Repeated inadvertent misuse will not be tolerated by ZQAPL and therefore will be cause for withdrawal of certification.
- Fraud: with an activity considered premeditated on the part of the organization, ZQAPL will withdraw certification and publish notices to that effect on its website <http://www.zenith-worldwide.com>

5.1. Guidance table for proper use of Certification Mark, Accreditation Mark and reference to Certification

	On Product	On Secondary/tertiary packing used for transportation of products	On promotional material (e.g. letterhead, brochure, etc.)
Use of Certification Mark / Accreditation Mark	Not allowed	Not allowed	Allowed
Reference to certification	Not allowed	Allowed	Allowed

6. Art work of Certification & Accreditation Mark

ZQAPL shall provide the artwork of ZQAPL Certification Mark and relevant Accreditation Mark alongwith the exact specification / methodology to use such Marks for relevant certification schemes.



Certification & Accreditation Mark

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Use of the Accreditation Mark is permitted in accordance with the rules specified above and the extra requirements identified in the following section.

7. Additional information

- 7.1 The use of Accreditation Mark is subjected to the permission provided by the Accreditation Body and shall not be used without permission under any circumstances, whatsoever.
- 7.2 Accreditation Mark shall not be used in isolation and shall always be used in conjunction with ZQAPL Certification Mark as shown above in Section-6.
- 7.3 Certification Mark and Accreditation Mark shall be printed in colour combination as shown in Section-6 or in grey-black combination.
- 7.4 For the use of the Certification Mark and Accreditation Mark on electronic documentation (i.e. websites), the same rules as stated in these guidelines apply.
- 7.5 If you have any questions as to whether your proposed use of the Certification Mark and Accreditation Mark on an advertisement, brochure or other promotional material is in compliance with these guidelines, please send a sample to ZQAPL for review. You can send email at certification@zenith-worldwide.com