1. PURPOSE

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

a) **Assurion Services LLC.** (hereinafter referred as Assurion) Certificates and certification marks
b) Accreditation marks

2. SCOPE

a) This document provided the rules governing the use of all certificates issued and certification marks provided by Assurion.
b) This document also provides the rules governing the use of accreditation body marks (**see section 3 below**)

3. RESPONSIBILITY

a) All Certified clients shall comply with the rules provided in this document.
b) Assurion 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.

4. PROCEDURE

4.1. Section 1: Use of Assurion certificates and certification marks

4.1.1. Assurion will provide its certified clients with the relevant Assurion certification mark(s**) including the accreditation board mark.**

4.1.2. Certified clients may use the certification marks in communication media such as the internet; brochures, letterhead, envelopes, business cards and certain packaging (see Table 1).

4.1.3. 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).

4.1.4. When displayed in conjunction with the accreditation mark(s), Assurion 's mark(s) may only be reproduced in the color code of Assurion. When displayed without the accreditation mark(s), Assurion 's mark(s) may be reproduced in Assurion color (as provided by Assurion) or black or in the predominant color of the letterhead or printing. The mark may only be reproduced on a clearly contrasting back ground. The Certification Body/Accreditation Logo may be uniformly reduced or enlarged but shall not be less than25 mm in height.

4.1.5. If the scope of certification does not include all products and/or services provided by the organization, and/or allocations /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.

4.1.6. 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.

4.1.7. The client shall not use the certificate and/or the certification mark(s) provided by Assurion in such a manner that would bring Assurion, and/or the Accreditation Body or, and/or the certification system into disrepute and lose public trust.

4.1.8. Under no conditions shall the mark be affixed to a product or used in any way that might suggest product certification. The mark applies only to management system certification. (For further details see Table 1 below)

4.1.9. No statement on product packaging or accompanying information shall imply that the certified client has a certified management system without including the following reference:

- Identification (e.g., brand or name) of the certified client;
- **The type of management system (e.g., ISMS and AIMS) and the applicable standard (e.g., ISO/IEC 27001:2022, ISO/IEC 42001:2023**
- The certification body issuing the certification i.e., Assurion Service LLC.

4.1.10. Electronic versions of the certificates provided by Assurion, 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 Assurion and cannot be altered or modified.

4.1.11. 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 Assurion 's prior written consent.

4.1.12. 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.

4.1.13. Upon suspension or withdrawal of its certification, the client shall discontinue its use of all advertising material that contains a reference to certification, as directed by Assurion.

4.1.14. Testing and Calibration Laboratories Specific Requirement: Certified laboratories are not permitted to apply Assurion 's mark (with or without the accreditation marks) to their laboratory test, calibration or inspection reports or certificates, as such reports are deemed to be products in this context.

4.1.15. 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 Assurion. Assurion 's considerations with respect to suspension or withdrawal will be as follows:

4.1.15.1. Inadvertent Misuse: with this activity, the organization will be required to immediately withdraw the offending materials, or Assurion will suspend certification until the misuse is rectified. Repeated inadvertent misuse will not be tolerated by Assurion and therefore will be cause for withdrawal of certification.

4.1.15.2. Fraud: with an activity considered premeditated on the part of the organization, Assurion will withdraw certification and publish notices to that effect in the directory of certified companies as per the procedure and situation.

Table 1: Guidance Table for Proper Use of Certification Marks (Note 1)

Assurion	**Used with Accreditation Board Logo**

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 is certified as being in conformity with (standard to be identified, e.g., ISO/IEC 27001) by Assurion Services LLC. "the Certification Body."*

5. SECTION 2: ADDITIONAL INFORMATION

5.1. 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 Assurion for review.

5.2. For the use of the certification mark on electronic documentation (i.e., websites), the same rules as stated in these guidelines apply.

5.3. Additional information on publicizing your management system certification may be found at the following website:

6. SECTION 3: USE OF ACCREDITATION BODY MARKS

6.1. ISO does not permit anyone to use the ISO logo in connection with certification. The ISO logo is a registered trade mark 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.

6.2. When permitted, the client is only authorized to use the accreditation marks provided by Assurion and appearing on the certificates issued to the client by Assurion.

6.3. The rules pertaining to the use of the accreditation body marks by certified clients are available website. (https://assurionllc.com)