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	<b>TITLE: PROCEDURE FOR PUBLICIZING</b>	<b>Rev. Date</b>	01.01.2024

## Procedure for Publicizing/Advertising Certification and Use of the HYM Logo, Standard Licensing Body Logos and Accreditation Body Symbols

The credibility of third-party certification depends upon the certified organization's appropriate use of the certification body logos, standard licensing body logos and its accreditation body symbols and avoidance of any misleading statements in publicizing certification.

This procedure describes the proper way of publicizing a certified organization's certification, as well as proper use of the HYM logo, standard licensing body logos and accreditation body symbols. It outlines the steps HYM will take when certification is not publicized appropriately or marks are misused.

Care must be taken to guarantee that the public is not misled regarding levels of accreditation for individual standards or perceived associations of HYM with other organizations providing related services. HYM is an independent certification body and is not a part of any organization providing consulting services.

### **1.0 Scope**

This document describes the procedures HYM follows to control the certified organization's publicizing of its certification and use of the HYM logo, standard licensing body logos and accreditation body symbols.


### **2.0 Responsibility**

The Audit Logistics Manager is responsible for ensuring that certified organizations receive the appropriate materials regarding publicizing their certification and use of the HYM logo, standard licensing body logos and symbols of its accreditation bodies. The Quality Manager is responsible for enforcing the appropriate contractual restrictions governing their use and publicizing of the organization's certification.

Any use of HYM's accreditation body symbols for HYM publicity must be approved by the Quality Manager, Managing Director or appropriate designee to ensure proper usage.

### **3.0 References**

- 3.1 ISO/IEC 17021 Latest Revision
- 3.3 HYM-1, Quality Manual
- 3.4 Accreditation/Oversight Body-specific regulations for use of accreditation marks (IAS)
- 3.5 PRO-1 series, Certification Procedure
- 3.6 ISO Guide 27: Guidelines for corrective action to be taken by a certification body in the event of misuse of its mark of conformity
- 3.7 F-04 series, Agreement For Certification (and all versions of such agreement)

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#### **4.0 General**

- 4.1 In accordance with the requirements of ISO/IEC 17021, the UAF Criteria for Accreditation and others, HYM possesses a logo by which HYM's certified organizations may make others aware of their certification by means of various forms of publicity.
- 4.2 HYM's certified organizations are made aware of certain regulations governing appropriate publicizing of its certification and the proper use of the HYM logo, standard licensing body logos, and accreditation body symbols it has been awarded via this document and the F-4.
- 4.3 It is vital that HYM requests corrective action when the publication of certification and/or the usage of its logo, standard licensing body logos or accreditation body symbols are in the wrong manner in any way, in order to maintain the marketplace's high level of confidence in the validity of the certification and, by extension, the reputations of HYM, its accreditation bodies and HYM's certified organizations.
- 4.4 HYM's certified organizations are not to use its certificate or certification in such a manner as to bring the HYM into disrepute and does not make any statement regarding its certification which may be considered misleading.
- 4.5 The IAF MLA recognizes accreditation bodies that meet its requirements. This is a worldwide agreement for the purpose of the recognition of the quality of products and services for the international market. For additional information please visit <http://www.iaf.nu>. All of HYM's accreditation bodies are IAF-MLA signatories.


#### **5.0 Handling of the Registration Certificate**

- 5.1 HYM is the sole authority by which HYM Registration Certificates are granted. All certificates remain the property of HYM.
- 5.2 Registration Certificates must be surrendered or destroyed upon re-issue of replacement certificates or withdrawal / cancellation of certification.
- 5.3 When appendixes are attached to the Registration Certificates, they must be used in conjunction with the Registration Certificates.
- 5.4 When the customer request a copy of the Registration Certificate, it must easily be identified as a reproduction. (Example: a black-and-white reproduction stamped "COPY").
- 5.5 HYM shall issue a certificate(s) indicating full conformance of the MS with all applicable requirements of the Standard when, and only when HYM has confirmed

The certificate issued shall bear the HYM logo, the accreditation body symbol. Rules for use of the logo are described in the Licensing Agreement.

#### **6.0 Publicizing of Certification Procedures**

- 6.1 Certified organizations are allowed to publicize the certification only after HYM grants certification. The Programs and Accreditations department responds to inquiries regarding

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publication of certification. HYM furnishes certified organizations with camera-ready artwork of the HYM Logo, standard licensing body logos, if applicable, and accreditation body symbols. Certified organizations are allowed to use logos and accreditation body symbols only after HYM's permission to use them. In principle, HYM considers furnishing the HYM logo, standard licensing body logos, if applicable, and accreditation body symbols to certified organizations as granting permission for proper use.


6.2 HYM auditors examine the control of Registration Certificate, certified organizations' use of logos and accreditation body symbols as well as the publicizing of certification at every audit.

6.2.1 Improper publicizing of certification, improper use of the HYM logo, standard licensing body logos, and accreditation body symbols include, but is not limited to:

- a) placing the HYM logo, standard licensing body logos and accreditation body symbols on certified organizations' products or product packaging
- b) using them in any other manner that implies that products are certified by HYM and its accreditation bodies
- c) forging an original copy of Registration Certificate
- d) making color copies of the certificates, including scanning color copies of the certificates. EXCEPTION: It is permissible for certified organizations which hold valid certificates to display color reproductions of their certificate on their website. In this case, the reproductions must be prevented from forgery. (Example: set to invalid download / print)
- e) publicizing certification or using logos and/or symbols on business cards, signboards, on websites with different addresses other than the address certified (difference must be communicated on cards, signboards, or websites)
- f) publicizing certification or using logos and/or symbols on business cards, signboards, on websites with products or services other than the certified ones (differences of such products and services must be communicated on cards, signboards, or websites.)
- g) use on stationery when:
  - The HYM logo is not displayed and the standard licensing body logos and accreditation body symbols are
  - prominence is shown with the logo of one body over another
  - accreditation body symbol used more than once for each accreditation
- h) publicizing the scope of activities of the certified organization that misleads the public
- i) advertising certification in any way that might mislead the reader about the status of a certified organization.
- j) Using out-dated/obsolete versions of the logos and/or symbols

6.3 Should HYM find, by means of audits, field report, or other means, that:

- a) A non-certified organization has used HYM's logo or the accreditation body symbols in any way, or
- b) A certified organization has possibly violated HYM regulations regarding use of certification with respect to use,
- c) A certified organization publicizes its sites, products and services in such a way as to suggest that they are certified.

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The Quality Manager requests corrective actions in accordance with this procedure.

## 7.0 Corrective Actions


- 7.1 HYM immediately begins corrective action proceedings upon discovery of improper publicizing of certification, a misuse of the HYM logo, standard licensing body logos or accreditation body symbols.
- 7.2 Non-certified organization found to be using the HYM logo, standard licensing body logos or accreditation body symbols, including former certified organizations, receive one written warning, via registered mail return receipt requested, to cease and desist the improper publicizing of certification or use of logos and/or symbols, with a specific deadline for acquiescence. Should the misuse continue, the Quality Manager brings matter to the MD and possibly to the appropriate legal counsel for action. The Quality Manager may also notify concerned regulatory and accreditation bodies of the specifics of the matter.
- 7.3 Certified organizations who violate HYM regulations regarding the publicizing of certification are instructed to implement effective corrective action in writing, either via nonconformity report, registered letter from the MD, or other means.
- 7.4 The Quality Manager follows up on such corrective action requests and obtains written agreement from the certified organizations to
  - a) Discontinue the improper use at once;
  - b) Notify any person or organization that may have been misled in any way, shape, or form by the misuse, of the corrective action and the reasons therefore, copying HYM's Quality Manager and/or MD in writing.
- 7.5 The Quality Manager may, at his/her discretion, follow up on these steps by scheduling a special surveillance of the certified organizations' facility; inquiring of recipients of the certified organizations' corrective action letters, or other means that may be appropriate.
- 7.6 In any event, the incidence of misuse is followed up at subsequent surveillance audits of the certified organization.

## 8.0 Escalation

- 8.1 Certified organizations who refuse to discontinue improper use of the HYM logo, standard licensing body logos or accreditation body symbols or improper publicizing of certification; who persist in violation of HYM's Regulations regarding publicizing of certification; who misuse the logos and/or symbols repeatedly in different ways, and/or who fail to promptly and affirmatively implement corrective actions as instructed, are subject to having their certification suspended or withdrawn.

## 9.0 Other Provisions

- 9.1 Upon successful certification, certified organizations will be issued a "Certificate of Registration" that will clearly reference the specific scope of certification.


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## 10.0 Accredited Scopes

HYM will not issue a certificate in any scope area for which it has not received accreditation.

Prepared By:

Approved By:

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## 11.0 Appendix A

### Guidelines for Publicizing Your Certification

- Don't use ISO's logo.
- Don't adapt or modify ISO's logo for your use.
- Don't excerpt from audit reports provided by HYM for publicizing of certification.
- If you want to use a logo or wish to publicize your success, ask HYM for permission to use its logo, or guidance on publicity.
- In the ISO 14001/ISO 21000/50001 contexts, "certified" (and "certification") and "registered" (and "registration") are equivalent in meaning and you can use either term.
- Don't say your organization has been "accredited". HYM is "accredited" – our clients are "certified" or "registered". For example, the word "accredited" appears on the IAS symbol depicting that the certification body (HYM) issuing the certificate of registration is accredited by UAF to do so within that particular scope of operation.
- Don't use "ISO certified", or "ISO certification".
- Use instead "ISO 21000 certified", "ISO 21001 certification", or "ISO 14001 certified", or "ISO 14001 certification". HYM would prefer that the revision year of the standard is included. If you choose not to do so, this is acceptable. If you include the revision year, it must be updated as appropriate.
- Don't display HYM logo or any applicable accreditation body symbols on products, product labels, or product packaging, or in any way that may be interpreted as denoting product conformity. This applies to laboratory test, calibration or inspection reports.
- It is permissible to use a statement on product packaging or in accompanying information that your Organization's management system is certified. Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification are considered as part of the product. The statement shall in no way imply that a product, process or service is certified by this means. The statement shall include the reference to:
  - identification (e.g. brand or name) of the certified organization
  - the type of management system (e.g. quality, environmental) and the applicable standard; and
  - identification of HYM as the Certification Body issuing the certificate

Example: This product is manufactured by ABC plant of XYZ company certified to ISO 21001 (Education Quality Management System) by HYM

- Don't give the impression in any context that ISO 21001/14001 and 50001 certifications are product certifications or product guarantees. Do not use the HYM or any Accreditation Body Logos in any way in product catalogs that may imply product certification.
- When including a reference to ISO 21001/14001 and 50001 certifications in product-related information, including advertisements, do not do so in such a way that ISO 21001/14001 and 50001 certifications may be interpreted as being product certifications or product guarantees.
- Be accurate and precise about the scope (the extent) of your organization's ISO 21001/14001 and 50001 certifications, as far as both the activities and geographical locations covered by the certifications are concerned.
- Always use the most current version of accreditation body symbols and/or standard licensing body logos. If in doubt, contact the Accreditation Department via e-mail at sivaalapati25@gmail.com.

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## 12.0 Appendix B

### Regulations for Use of the HYM Logo, Standard Licensing Body Logos and Accreditation Body Symbols

The logos and symbols that may be used by a HYM-certified organization is/are indicated on the actual HYM Certificate of Registration. They are found in the lower left hand corner of the certificate.

No logos or symbols can be used on any legal documents (e.g., contracts, checks, calibration reports, purchase orders). They may be used on promotional materials and business stationery.

No logos or symbols can be used in such a way as to suggest that any product, process, or service that was not a part of the registration audit is certified.

Logos or symbols shall be reproduced in a size that makes all of the features clearly distinguishable.

#### Guidelines for the Use of IAF Logo\mark\Symbol

#### IAF Logo\mark\Symbol can be used by the HYM Only.

The Use of IAF Logo\mark\Symbol by the End Users{Clients} has strictly Prohibited and no any Clients can use the IAF Logo and if found any such case then HYM/IAF can take the Legal Action as Applicable.