

# ***Rights and Duties of Certified Organisation's use of certification name, certification mark and logo***

- 1.1 The organisation must only claim that it is certified with respect to those activities for which it has been granted certification.
- 1.2 The organisation must not make any statements regarding its Certification that PwC's Certification, or the public, may consider misleading or unauthorized. Claims that a particular organisation was registered to a management system or product certification, for example, ISO 9000 or ISO 14000, would be considered misleading. The organisation must ensure that the certification mark or report, or any part thereof, is not used in a misleading manner.
- 1.3 The organisation must discontinue the use of all advertising that contains any reference to its certification in the event of suspension or withdrawal of its Certification documents by PwC's Certification. In the event of suspension or withdrawal, the organisation must immediately return its certificate(s) to PwC's Certification. In the event of a scope reduction, the organisation must amend all advertising matter.
- 1.4 The organisation must only use its Certification to indicate that the organisation's system is in conformance with the applicable standard, and must not use the Certification to imply that its products or services have been approved by PwC's Certification. Applicants are encouraged to consult the relevant national, provincial or state bodies for guidelines and laws on environmental claims in product advertising and communication.
- 1.5 The organisation must comply with the requirements/restrictions of PwC's Certification when making references to its certification in any form of communication media.
- 1.6 If an organisation is found to not be complying with the rights and duties associated with the use of the certificate, the PwC's Certification name, advertising associated with the certification or the advertising restrictions placed on the certification process, PwC's Certification retains the right to take action against the certified organisation which may include the following forms:
  - a) Corrective action
  - b) Withdrawal of the certificate
  - c) Publication of the transgression, and if necessary
  - d) Legal action
- 1.7 Only organisations certified by PwC's Certification to a particular standard, have the following rights:
  - a) To indicate to the public in spoken, written
  - b) or visual communication that they have been certified by PwC's Certification to a particular standard. The standard must be specified in the communication. All methods of communication regarding the certification that are directed toward the public, in whatever form they may take, must be approved by the Certification Manager or delegate, prior to their release.
  - c) To utilise the applicable PwC's Certification mark in public communications or certification mark on products, only with the express written consent of PwC's Certification. Prior to use of the applicable logo, the organisation must sign the relevant Trademark or Certification Mark Agreement.
  - d) Usage of Marks and logos owned by standards organisations is governed by licence agreements between the certified organisation and the standards-setting organisation. PwC's Certification will be responsible for assessing the appropriate usage of marks or logos during the certification audit process, to the extent specified in the standard.

## **Product Certification Systems**

- 1.8 If a client has a product certification system certified by PwC's Certification, they must do the following:
  - e) Keep a record of all complaints made known to the supplier relating to their product's compliance with the requirements of the relative standard and make the records available to PwC's Certification upon request;
  - f) Take appropriate action with respect to such complaints and any deficiencies found in products or services that affect compliance with the requirements for certification;
  - g) Document the actions taken.

## **Restrictions**

- 1.9 General Advertising
  - a) It is the responsibility of the certified organisation to ensure that any material published with the PwC's Certification logo attached to it is factual, and that any commentary is not misleading.
  - b) Certified organisations and applicants are responsible for ensuring that their subsidiaries, affiliates and any agents they utilise are not in contravention of the restrictions.
  - c) Public relations and advertising copy should

be closely scrutinized by registered/certified organisations and applicants engaging the services of agents to ensure that it contains nothing objectionable.

- d) Certified organisations and applicants, and their subsidiaries, affiliates and agents should ensure that advertising does not appear in media which might tend to lower public respect for PwC's Certification.
- e) The organisation must use its certification in such a manner that does not bring PwC's Certification into disrepute.
- f) Certified organisations and applicants shall not advertise, directly or indirectly, in any manner which makes unfavourable reflections on the competence or integrity of PwC's Certification or any employee or subcontractor thereof.

#### **1.10 General Guidance on the Use of PwC's Certification Trademarks for Products**

- a) On products – NOT ALLOWED. This includes the product itself or product contained in an individual package or container. For registered testing and calibration laboratories this would include test/analysis reports.
- b) On larger boxes, etc. used for transportation or products – NOT ALLOWED, unless accompanied by a statement such as "This product was manufactured under an environmental management system registered to ISO 14001." or "This product was manufactured under a quality management system registered to ISO 9001."
- c) On pamphlets, brochures, etc. used for advertising – ALLOWED.
- d) PricewaterhouseCoopers Certification trademarks or logos can be used on larger boxes or packaging material used for product transportation, for example over-packaging, that can be reasonably considered as not reaching end users. This would also include packaging such as shipping or sea containers.

#### **1.11 Use of PwC-owned Certification Marks on Products**

- a) Guidance on use of PwC's Certification marks is contained in the PwC's Certification Trademark Use and Certification Mark Use Agreements.