

### 0 OBJECTIVES AND SCOPE:

The objective of the procedure is to ensure that all EQCSA personnel can issue and maintain adequate control of the Certification Mark and customers are appropriately informed on the allowed use of the Certification Mark.

This procedure applies to all Certification Marks offered about certification services to companies in compliance with ISO 9001:2015 and ISO 14001:2015.

### 1 INSTRUCTIONS FOR EQCSA PERSONNEL

#### 1.1 ISSUE OF CERTIFICATION MARKS

With the completion of the successful certification process the certification mark is provided to the customer together with the certification data package. The certification mark can be made available either in electronic format (PowerPoint) or as a paper copy. Auditors are reminded to discuss the preferred format at the closing meeting with the customer. The auditor informs the administration office of the preferred issue of the certification mark.

#### 1.2 CONTROL OF THE CERTIFICATION MARK

Indirect marketing activities achieve the growing awareness of potential clients to use EQCSA certification services for obtaining ISO 9000, ISO 14000 and audit services. It is the auditor's duty to advise the customer in the optimal and correct application of the certification mark during the discussion of the preferred submission of the sample at the closing meeting of the certification audit. This must ensure that the customer is only allowed to apply the certification mark after issue of the certificate. In case of a suspension and discontinuation of the certificate, the client is not allowed to use the certification mark.

During the surveillance or re-certification audit, the auditor shall verify that the certification mark is applied in compliance with this procedure. During the opening meeting, the auditor should explain the control of correct application is subject to audit activities and deviation from the procedure results in the issue of a major non-conformance.

It is the marketing person's responsibility to ensure that marketing information is provided to avoid any conflict of interest. Should anyone of the above create conflict of interest, EQCSA will rectify the matter with the potential client involved and ensures, that the organization will be informed of his or her availability of choice of certification services via organizations such as the accreditation organization, SANAS, or information sources such as web sites.

Should attention been drawn to EQCSA of a customer's misuse of mark by a third party, EQCSA will request customer explanation in writing. Should the misuse been verified by EQCSA (visit, evidence) corrective action in writing will be requested via the non-conformance system and corrective action verified by visit to the customer.

### 2 GUIDANCE FOR CUSTOMERS TO USE THE CERTIFICATION MARK

Customers are encouraged to display the Certification mark for indications that they are an ISO compliant company. The display of the Certification Mark (ISO 9000 and 14000) should promote the customer's company in the market and indicate the customer's capability to provide a quality product and service within the framework of an internationally recognized management system.

Since different types of Certification Mark Systems and displays are applied in the marked both related to products and systems, it is EQCSA's responsibility to inform the customer on the applications and limitations of the ISO 9001 and ISO 14001 certification Mark.

We therefore would like to quote some information from ISO 17021:2015 interpretations to ensure that the customer is aware of internationally applied practices in regard with Certification Mark application.

Guidance Table for application of the EQCSA Certification Mark:

The following table should support the customer's understanding of the limitations of usage of the ISO 9001 and ISO 14001 Certification Mark issued on successful certification by EQCSA.

		On Product *1	On larger boxes etc. used for transportation of product *2	In pamphlets etc. for advertisement
Use of the Mark *3	Without a statement	Not allowed	Not allowed	Allowed *5
	With a statement *4	Not allowed	Allowed *5	Allowed *5

\*1 This could be a tangible product itself or a product in an individual package, container, etc. In case of laboratory and other third-party inspection activities or general external testing/analysis activities, it could be a test/analysis/calibration report or certificate.

Note: Where uncertainty exists, the customer should submit the intended template for the document to EQCSA for review and approval

\*2 This could be over-packaging made of cardboard, etc. that can be reasonably considered as not reaching the end users.

\*3 That applies to marks having 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 misled.

\*4 This could be a clear statement that "(This product) was manufactured in a plant whose quality management system is certified/registered as being in conformity with ISO 9001/ISO 14001" respectively.

\*5 When using symbols and logos, adequate attention should be paid to avoid infringement any mark rights and confusion with product mark which could mislead the customer to product quality specification requirements such as SABS Mark or CE Mark or other applied marking system related to products and their performance.

### 3 CUSTOMER RESPONSIBILITIES TO USE THE CERTIFICATION MARK

The customer is responsible to ensure that the above guidelines are complied with. EQCSA will during the certification maintenance and whenever deemed suitable check the customer's compliance with the above guidelines.

Should the customer deviate from the guidelines, EQCSA will communicate their concern to the customer and the customer shall apply corrective action to ensure compliance. Any cost related to the corrective action shall be born by the customer.

The customer shall inform EQCSA of their corrective action and must obtain approval thereof before implementation can commence.

In case where the customer is in doubt how to apply the Certification Mark, the customer shall contact EQCSA 082 465 6252 or e-mail [wolfgang@zonemail.co.za](mailto:wolfgang@zonemail.co.za) for advice and instruction, before commencing with any application plans of the Certification Mark.

**Note: This procedure must be available within the customer's controlled documentation system and shall be audited by the certification auditor during all surveillance and re-certification audit activities.**