LOGO AND TRADEMARK USAGE INSTRUCTION

1.0. PURPOSE

Aim of this instruction is how to use management system logos for the companies that are certificated within the framework of the system certification activity executing by QA Technic.

2.0. SCOPE

This instruction notes the bases of usage of suitable dimensions System Documentation logo.

3.0. RESPONSIBLES

All firms which have Management Systems certificate which was given from QA TECHNIC.

4.0. APPLICATION in SYSTEM CERTIFICATION ACTIVITIES

4.1. Related system certification logos are being sent to the certified clients via e-mail along with their scanned certificates.

After signing the certificate agreement**,** all firms which was certificated by QA TECHNIC Quality and System Certification Management, have to obey the this instruction's decision during the time of continuing of certificate, on communication media such as internet, documents, brochures or advertisements or other documents, throughout the process for sharing the certificate status with public.

Furthermore, if certified firms have other certificates out of the system certificate, at the usage of these certificates, have to abstain the logo usage which causing the misunderstanding.

Organisation; accepts by the signed the certification contract that any misleading statement in relation with certification may not be applied or allowed, certification document and any part of the certificate may not be used or allowed to be used as deceptive.

4.2. System Certification Symbol (logo) can not used in internet, address, document, brochure and communication medias such as advertisement except the activities of certificate scope belongs to organisation management system.

4.3. Organisation can only use the system certification logo in certificate scope activities and adresses communication medias such as internet document, brochure and advertisements.

4.4. In case of suspension or cancellation of certificate contract, logo usage and all of the commercial affairs covers the references to certification, advertisement material and related activities are stopped. In case of scope reduction, all of the logo usage conditions and commercial affairs includes the references to certification are revised properly to scope reduction.

4.5. Suspending or withdrawing operations and if it is required legal operations are applied to the organization which does not perform the statements of this instruction.

4.6. QA Technic System Certification Logos,

- It can not be used on the product. (The product mentioned here can be any product or package, vessel which can be directly touchable.)

- can not be used on product package or can not used in such a manner indicates product conformity.

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- Logo cannot be used giving the impression of QA Technic certifies one of the product (including service) or process.

- With an aim of transportation of product, logo can be used on outer packages stating the certificate is not given to product, given to related management system. (It cannot used in product package which is seen by consumers).

- Certificate can be used in advertisement purposed publishes or introduction brochures by declaring related management system or not.

- Organisation is not permitted to be applied on laboratory tests, calibration and inspection reports and certificates since it can be understood that certification is done in product sense.

- Organisation cannot use the certificate not to bring into disrepute and not to lose the confidence of public to QA Technic certificate.

-Logo; may be used on product together with statement defined in 4.13 clause.

4.7. System Certification Logos sent via e-mail could be only used within pre-specified shape and dimensions. Furthermore, if the proportions stand firm, dimensions can be reduced or expanded. If it is necessary, the changes, which are about the type, shape, dimensions or proportions of reducing and expanding at System Certification Logos, are announced to related people by Management Board.

4.8 DAKKS accreditation mark can be used on advertisement materials, stationery, documents, with a letterhead paper etc. belongs to QA TECHNIC. But it isn't allowed to use on business cards for personnel.

4.9 DAKKS accreditation mark must be used with QA TECHNIC logo.

4.10 If the certified client from QA TECHNIC wants to use DAKKS accreditation mark, should be obey the below conditions. It's allowed to use DAKKS mark only certificates for accredited certification body, DAKKS mark isn't allowed to used for the the clients.

- DAKKS mark should be definitely used with QA TECHNIC logo by providing form from QA TECHNIC.
- DAKKS mark shouldn't be used alone on vehicles, buildings and flags.
- DAKKS mark mark shouldn't be used out of the certified standart or extent of the scope.
- DAKKS mark shouldn't be used on products and package materials to mean the products was certified and tested.
- If certificate of the client was suspended or withdrawn, the user of the mark/s loses the right to use the mark/s. In such a case, the user of the mark/s shouldn't use already existing documents, media, etc. mark/s must be withdrawn immediately from them after the withdrawal/suspension of the certification has into force.

4.11 In case there would have been a revision regarding system certification logos, related parties are going to be notified by informative e-mail.

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If it is determined that logos and the certificates that are issued by Alberk QA TECHNIC have been used as misleading and dishonestly or declarations of it for the customers, the subject will be devolved to Germany Courts.

4.12 The logo of ALBERK and DAKKS shall be used together as represented below.DAKKS shall never be used alone.

ISO 22000:2018

ISO 9001 :2015

ISO 14001 :2015

ISO 27001:2017

4.13. About usage of the IAF logo;

IAF MLA logo whose shape has been defined above is going to be used on the certificate deserved as result of audit realised in your company together along with logo of accreditation body in accordance with requirements of IAF ML 2:2016 guide. IAF MLA logo's right of use is given to Alberk QA Technic as a consequence of countersigned agreement. Clients that are certified by ALBERK QA TECHNIC are never authorised to use IAF MLA logo on any document/record/product. Legal process is going to be initiated for those who unjustly use IAF MLA logo.

4.14 The conditions under which a client may represent certificate obtained in accordance with system certification instructions to its client are stated below;

-Expression as to state that management system certificate was issued for company may be used on package of the product or on a document that is to be submitted with package.Product packaging is considered as section which is seperated prior product disintegration or product would be subjected to any

damage.Submitted information is considered as further information or as section that would be disintegrated easily.Type label or identification plates are considered as a part of product and do not belong to document section that would be submitted with package.

- It is not allowed to use expressions so as to end up with a meaning such as certificate is issued for product, process or a service.

-References shall be made to expressions stated as the following:

- Definition of certified client (for example, trademark or name)
- Type of management system (for example, quality or environment) and applied standard
- Certification Body issuing the certificate

-Statement explains the certificate is provided for management system, will be as for example; ''This product …. is manufactured at …… company's facilities whose compliance with ISO 9001:2015 /

ISO 22000:2018 / ISO 14001:2015 / ISO 27001:2017 standard, is audited by Alberk QA Technic.''

-Certificate may be used through advertising publishes or advertisement brochures whether stating related management system or not.

- Statement; can not be used in such a manner that certification of management means QA Technic have certified any product (include service) or process.

- Organisation can not use its statements as to bring QA Technic or certification system into disrepute and such a manner to lose public confidence.

4.15 Property of logo, brand and certificates belongs to Alberk QA TECHNIC. Logo usage is considered by our company at each audit. In cases such faulty usage of logo, corrective activity and corrections are requested from our certified customers. If the corrections are not applied, it will be resulted as the suspension or withdrawal of certificate. In addition, notifications directed by third parties for faulty usage of logo by our customers, are also subjected to same procedure and evaluated.

5. RELATED DOCUMENTS

- PR-09 Audit and Certification Procedure
- 71 SD 011 Rules for accredited conformity assessment bodies on the use of the accreditation certificate, the accreditation symbol of the Deutsche Akkreditierungsstelle GmbH as well as other references to the accreditation
- TS EN ISO/IEC 17021-1: 2015 Conformity Assessment – Principles for organisations provide management system audit and certification
- TS ISO/IEC 17030 Conformity assessment – General principles for 3rd party conformity marks

Prepared by	Approved by
QMR- Özlem YILMAZ	CEO- Latif Murat YILMAZ

6.0 STATUS OF REVISION

Revision Date	Revision Number	Related Clause Number	Explanation
15.03.2012			Generation of the instruction.
24.05.2013	01	4.12 – 4.13	Picture has been added regarding usage of logo.Addition has been made to related documentation
27.02.2015	02	4.1-4.7-4.11	It has been defined that system certification logos would be sent to the attention of certified clients via e-mail. ISO 14001 logo is added.
13.05.2016	03	-	Company logo is updated.
12.10.2016	04	4.1-4.2-4.3-4.4-4.6-4.13-5	ISO 17021-1: 2015 Standard clause 8.3 requirements are added. ISO 17021-1: 2015 and ISO 17030 are added to Related documents.
01.08.2017	05	4.12	New logos added (9001:2015-14001:2015)
01.10.2019	06	4.12	New logos added (27001:2013), Old logos deleted (9001:2008 – 14001:2004)
30.03.2020	07	4.14	New Standard added (22000:2018),
08.11.2021	08	4.12-4.14	New Standard added (27001:2017), New logos added (22000:2018- 27001:2017), Old logos deleted (22000:2005 – 27001:2013)

Prepared by	Approved by
QMR- Özlem YILMAZ	CEO- Latif Murat YILMAZ