

## PROCEDURE P10

# Use of ETHIC Intelligence Marks and logos Procedure

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Certified for Compliance

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ETHIC Intelligence® is an independent certification agency within The Red Flag Group®.

## **1. Objective of the Use of ISO 37001 Certification Logo Procedure**

The objective of the Use of ISO 37001 Certification Logo Procedure is to ensure that the use of the ETHIC Intelligence logo and the ETHIC Intelligence ISO 37001 Certificate are used appropriately in a manner which is neither misleading nor creates confusion.

## **2. Principle of the Use of the ISO 37001 Certification Logo Procedure**

The ETHIC Intelligence Use of the ISO 37001 Certification Logo abides by the ISO 17021 standard applicable to accredited certification bodies.

As annex to the ETHIC Intelligence Certification contract with an Organization, it is part of said contract.

As such it is binding on any Organisation certified by ETHIC Intelligence.

## **3. Rules for the ETHIC Intelligence Use of the ISO 37001 Certification Logo annexed to a certification contract**

### **3.1 Preamble**

These regulations apply to the trademarks of the ISO 37001 Certification of anti-bribery management systems by ETHIC Intelligence in Figure 1 and Figure 2 presented in the annex of this document.

These rules reflect the obligations of ISO 17021 applicable to accredited certification bodies.

### **3.2 The trademarks**

ETHIC Intelligence has two trademarks. The ETHIC Intelligence ISO 37001 Certificate Logo, hereinafter the Certificate Trademark (figure 1) and the ETHIC Intelligence Logo (figure 2).

The Certificate Logo (figure 1) will be provided by ETHIC Intelligence to the organization once the organization is certified. During the validity period of the certificate, the Certificate Logo can be used by the Organisation according to the following rules.

The use of the ETHIC Intelligence Logo (figure 2), is subject to written authorization. The organisation should submit a written request explaining why and in which context it is to be used. ETHIC intelligence will examine the request and will indicate in writing the rules and conditions under which it can be used and for which period.

### **3.3 Definitions within the framework of these regulations**

- a) « Accreditation body » refers to the organisation responsible for accrediting the entity which will carry out certifications of third-party anti-bribery management

systems.

- b) « Accreditation Mark » refers to the mark that the Accreditation Body confers on the certifying organisation and which can be used by the client whose anti-bribery management system has been certified unless the Accreditation body objects to this use.
- c) « Certificate » refers to the compliance certificate which includes the dates of the evaluation executed by ETHIC Intelligence and details the scope of the client's anti-bribery management system certification audit.
- d) « Client » refers to the organization to which the Certificate is attributed.
- e) « Best practices code » refers to a document which details the conditions under which the ETHIC intelligence Certification Trademark can be attributed, renewed, suspended or withdrawn.
- f) « Communication materials » refers to the client's promotional materials including flyers, posters, commercials, websites, brochures; external publicity like billboards and posters, stationary like sales contracts, letterhead, business cards, invoices.
- g) « Abusive use » of the Certification Trademark refers to any use that breaches these regulations. This includes any imitation or counterfeit of the Certification Trademark.
- h) «Benchmark» refers to the specifications that the management system must demonstrate as well as the means for monitoring and controlling the anti-bribery management system to ensure that these specifications are maintained.
- i) « Use » refers to the legitimate, authorized, limited, non-exclusive and revocable right to use the Certification Trademark.

### 3.4 Use of the Certification Trademark

When signing the certification contract with ETHIC Intelligence, the Client accepts:

- a) To use the Certification Trademark exclusively as outlined in these regulations and in the certification document itself.
- b) To use the Certification Trademark only in activities which pertain to the client's anti-bribery management system.
- c) To use the Certification Trademark on all communications materials in such a way as to avoid confusion between the certification and the client's other activities.
- d) Not to use the Certification Trademark on its products or packaging in order to avoid confusion over the certification of the product.
- e) That it can use the Certification Trademark on its stationary including sales documents or contracts, letterhead, business cards, promotional material including posters, commercials, promotional videos, internet sites, brochures or external ads including signs and billboards.
- f) It can use the Accreditation Mark on its stationary like sales contracts, letterhead, business cards, invoices, or on promotional material like posters and billboards, TV ads,

videos, internet sites, brochures, on internal and external signage as long as the Accreditation Mark is accompanied by the Certification Trademark which indicates the type of management system certified and the accreditation agency which confers the ability to certify and the subsequent publicity.

- g) Not to use the Certification Trademark or the Accreditation Mark on laboratory tests, calibration or inspection reports.
- h) Not to use the Certification Trademark or the Accreditation Mark in such a way as would result in the certification body or its processes losing the confidence of the public.
- i) That it can use the Certification Trademark on its website as long as the certification mark or logo contains a link to the ETHIC Intelligence URL: <http://www.ethic-intelligence.com/> and that it signs a contract on the link's use which will be furnished by ETHIC Intelligence.
- j) Not to, during the period of the certificate's validity or beyond, deposit or try to deposit the Certification Trademark or any imitation of it, declare itself owner or having a viable claim to the Certification Trademark or contest the rights of the Certifying Body, its successors, to authorize the use of the Certification Trademark.
- k) To cease using the Certification Trademark immediately following the suspension, reduction in scope, withdrawal or cancellation of the certificate or to make any reference to it or to the Accreditation Mark and to refrain from using any copy or imitation of either.
- l) In the event of an acquisition or merger, the transfer of the right to use the Certification Trademark must receive prior written approval from the Certifying Body
- m) The use of the Certification Trademark does not absolve the client of its obligations vis-à-vis the law in the execution of its services, performance, manufacture, expedition, sale or distribution of its products.

### **3.5 Client controls**

The Certifying Body can, throughout the period of the certificate's validity, undertake or have a third party undertake, controls judged necessary using the methods and frequency outlined in the benchmark. The controls will ensure that the benchmark is applied appropriately in the management system and that this application will be maintained and in compliance with these regulations and the code of best practices.

### **3.6 Sanctions and appeal**

In the event of abusive use of the Certification Trademark, the Certifying Body can immediately suspend or withdraw the certification as well as the rights to use the Certification Trademark in line with the procedures on sanctions available from the Certifying Body on demand. The client can appeal the Certifying Body's decision in line with the procedures for appeal available from the Certifying Body on demand.

### **3.7 Waiver**

The client can waive or suspend the use of the Certification Trademark for a defined period. The client will warn the Certifying Body in writing and will adjust its communications

material accordingly. On this basis, the Certifying Body will inform the client of the general conditions of a temporary or definitive suspension of the Certification Trademark.

### **3.8 Financial conditions**

The financial conditions authorizing the use of the Certification Trademark are detailed in the contract signed between the client and the Certifying Body.

### **3.9 Confidentiality**

Unless otherwise agreed upon with the Certifying Body the client must ensure that all documents received from the Certifying Body are kept confidential except for the certificate, these regulations and the annex.

### **3.10 Modifications to the regulations**

The Certifying Body abides by all laws, regulations, national and international standards in force on the use of the Certification Trademark or on the conditions necessary to acquire this right. Any changes will be made known to the client who will be obliged to carry out the changes.

### **3.11 Developments in the regulations governing the use of the trademark**

The Certifying Body retains the right to modify these regulations at any time. Any modification will be communicated to the client immediately who will be obliged to implement the changes.

## Annex: The logos and their graphic rules

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### Graphic rules

- The **Certification Trademark** in Figure 1 is an example of what the **Certifying Body** will supply to the client at the appropriate time.
- On coloured or black and white documents, the Certification Trademark can also be placed on a dark background as long as it remains visible.
- For use on the internet the client will be given a logo by ETHIC Intelligence.
- The Certification Trademark can be enlarged or reduced as long as the text remains legible.
- When it accompanies the Certification Trademark, the Accreditation Mark must be of a size equal to or smaller than the Certification Trademark.

Figure 1: ISO 37001 Certification by ETHIC Intelligence



Figure 2: ETHIC Intelligence Logo

