

## RULES FOR USE OF CERTIFICATION MARK

### INTRODUCTION

These rules relate to the Keyn certification marks (the "Certification Mark") as shown as example in Annex 1 owned by Keyn Certification Sdn Bhd and licensed to the Certification Body for the purposes hereof.

The Certification Mark shown in Annex 1 is an example and it should never be used by the Customer as it is. Keyn Certification will provide the Customer with the right Certification Mark to be used. Do not download the Certification Mark from websites as they may be the incorrect version for use.

The Certification Mark can be used in a variety of ways but please note that there are regulations and rules for their use. It is an accreditation or regulatory requirement that Keyn Certification ensures the Certification Mark is used in the correct manner. In order to ensure that customers fully understand how Certification Mark may be used, the following rules have been established.

Use of the Certification Mark is strictly limited to Customers whose management system remains certified against the standard to which the mark relates by the Certification Body.

### CONDITION OF USE OF CERTIFICATION MARK

Usage	Keyn Mark Only
On stationery, such as letter-head, compliment slips, business cards, invoices, etc.	Yes - but only if related to scope of certification.
On advertisements, such as displays, posters, TV advertisements, promotional videos, websites, brochures	Yes - but only in association with the organization's name / logo.
On flags	Yes
On vehicles	Yes, but only when the certified firm's name is sign written on the vehicle.
On products or primary packaging	No
On secondary packaging or over-packaging, not reaching end users	Yes - but must be with a statement identifying that the <i>management system</i> has been certified by Keyn, to avoid any perception that the product is certified.
Textual presentation	<p>Yes - The use text to advertise a successful certification, is allowed. There shall not be any additional statements that go beyond the actual contents of the certification mark nor shall there be any falsifying or misleading statements.</p> <p>Examples of permitted statements:</p> <ul style="list-style-type: none"> <li>▪ "Our quality management system is certified according to ISO 9001",</li> <li>▪ "Our organization is certified according to ISO 9001",</li> <li>▪ "Quality management system certified by Keyn Certification Sdn Bhd according to ISO 9001".</li> </ul> <p>Examples of non-permitted statements:</p> <ul style="list-style-type: none"> <li>▪ "Our quality is certified according to ISO 9001",</li> <li>▪ "Excellent performance based on certification according to ISO 9001",</li> <li>▪ "Top consulting based on our certification according to ISO 9001"</li> </ul>
On test reports, certificates of compliance such as calibration certificates of certificates of analysis	No
On window stickers	Yes
On promotional goods, such as pocket diaries, coffee mugs, coasters, doormats, etc.	Yes

Usage	Keyn Mark Only
On outdoor advertisements, such as billboards and signs	Yes - examples must be approved by Keyn prior to publication
Colors	In any single color. The mark may be reversed on any clearly contrasting background, provided that the entire mark is clearly displayed.
Size	The certification mark can be enlarged as well as reduced, as long as the text remains legible with no infilling.

#### OTHER CONSIDERATION

1. The Certification Mark **MUST NOT**
  - a) Be modified, distorted and must be clearly distinguishable.
  - b) Be used to imply that your certification covers activities outside of the scope of certification
  - c) Be used to imply or otherwise indicate that locations other than those on the certificate is covered by your certification.
2. The Certification Mark must only be used on stationery having the business address covered by your certificate.
3. If the scope of certification is changed then any use of Certification Mark should be reviewed with regard to the above points.
4. Any advertising or press releases relating to an organization's certification must state that the organization is certified by Keyn Certification, to enable traceability for clients and the marketplace in general. This will ensure the credibility of your certification.

#### SUSPENSION, WITHDRAWAL OR CANCELLATION FROM THE CERTIFICATION SCHEME

1. Upon the suspension, withdrawal or cancellation of the Certificate, forthwith discontinue the use of the Certification Mark or any reference thereto and will not thereafter use any copy or imitation thereof.

#### ENSURING CORRECT USE

1. Keyn Certification may ensure correct use of Certification Mark during the entire period of certification validity or entrust a representative to make all checks deemed necessary using the methods and frequencies indicated in the Standards.
2. Checks will ensure that the Standard inherent to each management system is applied and that conformity to these Rules of Certification Mark usage is maintained.
3. The Keyn Certification auditor will review the use of Certification Mark at surveillance and recertification audits. Keyn Certification technical staff will also review websites and marketing material to ensure correct use.

#### CHANGES TO THE RULES OF CERTIFICATION MARK USAGE

1. Keyn Certification complies with all national and international laws, regulations and standards in force concerning the right to use the Certification Mark or the conditions for obtaining said right. The Keyn Certification reserves the right to modify these Rules at any time. It will give the Customer notification of the changes thereto and the Customer will be obligated to apply all modifications resulting from said changes.

**ANNEX 1 CERTIFICATION MARK EXAMPLE**

