



# SNS Certification

Standards and Systems Certification

## Certification and Use of Marks

Rules for Certification Reference and SNS Mark Use

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## Amendment / Revision Record

Clause / Page	Revision Details	Reason	Issue	Rev.	Date
All	First SNS public resource issue prepared in SNS template.	Initial release	01	00	24.05.2026

**Review and update:** SNS Certification reviews public resource documents periodically or when certification requirements, service scope, process ownership, legal obligations, or accreditation/scheme requirements change.



## 1.0 Purpose

This document defines the rules to be followed by certified clients when referring to SNS Certification certification status or using the SNS Certification mark. It is intended to prevent misleading claims and protect the credibility of certification.

## 2.0 Scope

This procedure applies to all organizations certified by SNS Certification and to any reference made in websites, brochures, advertisements, proposals, business cards, letterheads, email signatures, social media, technical documents, signage and other communication media.

## 3.0 Definitions

Term	Meaning
Certification mark	A mark or logo issued by SNS Certification to indicate that a named organization holds a valid certification for a defined scope.
Reference to certification	Any written, spoken or visual claim that an organization, site, activity, management system, product or service is certified.
Scope of certification	The approved activities, locations, processes and standard stated on the certificate.
Misleading use	Any use that could imply certification beyond the approved scope, validity, standard, site or type of certification.
Good standing	Certificate is active, not suspended, not withdrawn, and the client has fulfilled certification conditions and fee/contract obligations.

## 4.0 General Rules

- Certified clients may refer to certification only while the relevant certificate is valid and active.
- The exact certified organization name, certified standard, certificate number, scope and validity period must not be misrepresented.
- Certification reference shall be limited to the certified management system, product, process or scheme stated on the certificate.
- If scope, site, legal name or certification status changes, related promotional material shall be updated without undue delay.
- Upon suspension, withdrawal, expiry or reduction of scope, the client shall discontinue or amend all references that no longer apply.

## 5.0 Permitted References

Subject to certificate validity and scope accuracy, certified clients may refer to certification in corporate profiles, websites, brochures, tender submissions, letterheads, business communications and reception or office displays. The reference should clearly identify the applicable standard, certificate number and scope, or provide a link to SNS Certification verification where available.

## 6.0 Prohibited Use

- The SNS Certification mark shall not be used on products or product packaging in a way that could be interpreted as product conformity certification unless the certificate explicitly covers a product certification scheme that permits such use.
- Management system certification shall not be presented as certification of a product, service, process, laboratory result, inspection result, calibration result or personnel competence.
- The mark shall not be placed on laboratory test reports, calibration certificates or inspection reports where such documents may be treated as products of the certified organization.
- Clients shall not make statements suggesting that SNS Certification certified activities, sites, standards or legal entities outside the approved certification scope.
- Clients shall not alter the mark, use poor-quality reproductions, combine it with unauthorized symbols, or use it in a manner that damages public trust in SNS Certification or certification generally.



## 7.0 Use of SNS Certification Mark

Requirement	Rule
Authorization	Use is permitted only for clients holding an active certificate and only in the form supplied or approved by SNS Certification.
Appearance	The mark shall be legible, proportionate and not distorted. Color, spacing and layout shall not be changed unless SNS Certification gives written permission.
Context	The mark shall appear with sufficient text to show the certified standard, certified organization and, where practical, certificate number or verification reference.
Scope control	If only part of the organization is certified, the mark or certification reference shall not imply that all activities or sites are certified.
Suspension / withdrawal	Use must stop immediately for suspended or withdrawn certificates unless SNS Certification specifically allows limited corrective communication.

## 8.0 Use of Accreditation or Scheme Symbols

Where an accreditation body, scheme owner or regulatory program permits use of its symbol, such use is allowed only under the latest applicable rules and only when the specific certificate is issued under that recognized program. Accreditation or scheme symbols shall not be used alone, shall not imply product approval where not permitted, and shall not be used if the client is outside the applicable accredited or scheme scope.

## 9.0 Monitoring and Enforcement

SNS Certification monitors use of certification reference and marks through surveillance audits, website checks, complaint review, public information review and client communication. When incorrect or misleading use is identified, SNS Certification may require correction, corrective action, removal of materials, suspension, withdrawal, publication of the misuse where appropriate, or legal action where misuse is serious or repeated.

## 10.0 Client Responsibility

- Maintain current and accurate certification statements in all communication channels.
- Ensure marketing, sales, tender and design teams understand the scope and limitations of certification.
- Submit proposed mark use to SNS Certification when there is uncertainty.
- Retain evidence of corrected promotional material when SNS Certification requests corrective action.
- Notify SNS Certification of any suspected misuse by third parties.

## 11.0 Records

Record	Maintained by
Certification agreement / client rules acceptance	SNS Certification client file
Approved mark artwork or guidance	SNS Certification resources / client communication
Surveillance audit evidence of mark use	Audit record
Misuse communication and corrective action	Client file / complaint or NC record
Suspension, withdrawal or scope reduction communication	Certification decision record

## Document Approval

Prepared by	Reviewed by	Approved by	Effective date
SNS Certification Management	Technical / Process Owner	Authorized Management	24.05.2026

End of document