Rules for the Use of References and Marks

1. Authorized Scope of Use

- The reference or mark shall only be used in connection with the specific claims, processes, or systems that have been validated/verified by the validation/verification body (VVB).
- The use of the reference or mark is prohibited on products, packaging, or in a manner suggesting product certification unless explicitly included in the scope of validation/verification.

2. Proper Attribution

- All references to the validation/verification activity must:
    - Identify the VVB that performed the activity.
    - Include the validation/verification statement number and date to ensure traceability.
    - Clearly indicate the scope of the validated/verified claim.

3. Misleading Use Prohibited

- Clients are prohibited from using the reference or mark in ways that:
    - Misrepresent the nature of the validation/verification activity.
    - Imply certification, approval, or endorsement of a product or service beyond the validated/verified claim.
    - Suggest broader applicability than what is explicitly stated in the validation/verification statement.

4. Public Communications

- Any public communication (e.g., marketing materials, press releases, websites) that references the validation/verification activity must:
    - Be pre-approved by the VVB before publication.
    - Accurately describe the validated/verified claim without exaggeration or omission of critical information.

5. Expiry and Withdrawal

- The use of references or marks is valid only for the duration specified in the validation/verification statement.
- Upon expiration, withdrawal, or suspension of the validation/verification statement, the client must:
    - Cease all use of the references or marks immediately.
    - Remove references from public domains, including marketing materials and digital platforms.