

MODULE 7

ADVERTISING POLICY FOR ACCREDITED AETBS

7.1 INTRODUCTION

All STAC accredited AETBs are encouraged to advertise their accreditation by using prescribed language defined in this module and the approved STAC logo. ISO/IEC 17011 requires that accreditation bodies, such as the STAC, “have arrangements for controlling the manner in which an accredited AETB may refer to its accredited status” and “have requirements, restrictions or limitations on the use of the accrediting body’s logo and on the ways of referring to the accreditation granted”. The STAC conforms to these ISO 17011 requirements in the following sections.

Failure to conform to these advertising policies shall result in suspension or revocation of accreditation and possible initiation of legal actions.

Only accredited STAC AETBs may use the STAC name and logo for advertising purposes.

7.2 ADVERTISING TERMINOLOGY

A STAC accredited AETB may use the following statements in its advertising and on its data reports. AETBs shall not alter or modify these statements in any way. Any use of these statements for purposes other than advertising requires prior approval from the STAC.

7.2.1 “ABC (Name of AETB) is STAC accredited as documented by the Accreditation Certificate.”

7.2.2 “ABC (Name of AETB) is accredited by the Source Testing Accreditation Council (STAC) in the SEMQAP accreditation program as documented by the Accreditation Certificate.”

STAC accredited AETBs may also use the following statement in their advertising.

7.2.3 “STAC accreditation complies with the ASTM D7036 and ISO/IEC 17025 requirements, but this does not imply ISO certification or registration.”

An AETB shall not advertise that it is accredited until the AETB has actually received notification from STAC that it has been accredited. Also, an STAC accredited AETB that adds an additional Methods or Method Groups to its existing scope of accreditation (see Module 3, Section 3.9) shall not advertise that it is accredited for that scope of testing until it receives written notification of approval from STAC.

7.3 SUSPENDED AETBS

An accredited AETB whose accreditation has been suspended shall not advertise STAC accreditation for the Methods or Method Group(s) for which it is suspended for the duration of the suspension period.

7.4 ACCEPTABLE USE OF THE AETB ACCREDITATION NUMBER

An STAC accredited AETB may use its accreditation number in its advertising.

7.5 USE OF THE STAC LOGO

The STAC accreditation logo may be used by accredited AETBs under the conditions listed in Sections 7.5.1 through 7.5.4. An STAC accredited AETB shall only use the STAC accreditation logo after signing the appropriate logo agreement, detailing the permissible usage. The STAC accreditation logo agreement is provided by the STAC at the time the accreditation certificate is issued. The AETB shall sign and return the STAC accreditation logo agreement to STAC before the STAC will release the copy ready artwork of the logo to the AETB.

7.5.1 The STAC accreditation logo shall only be displayed by AETBs that hold STAC accreditation, using the organization name as stated on the accreditation certificate.

7.5.2 The AETB shall not display the STAC accreditation logo on product catalogs or any other AETB materials that are outside the scope of accreditation for which the AETB is accredited by the STAC.

7.5.3 The AETB shall not use the STAC accreditation logo on reports, certificates, or letterhead when such testing is outside the scope of accreditation, unless the AETB provides a clear disclaimer and/or identifies the testing that is outside the scope of STAC accreditation.

7.5.4 The AETB shall only display the STAC accreditation logo on their web site in areas that are relevant to the scope of accreditation for which the AETB is accredited by STAC.

Failure to comply with the conditions for the use of the STAC accreditation logo shall result in the suspension or revocation of accreditation and possible initiation of legal actions.