

P03 – CALA Publicity Policy
Revision 1.10 – June 2011



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CALA PUBLICITY POLICY

1.0 SCOPE

This policy applies to CALA, laboratories participating in CALA proficiency testing, laboratories accredited by CALA, and CALA members.

2.0 BACKGROUND

Laboratories accredited by CALA are encouraged to publicize the fact that their accreditation conforms to ISO/IEC 17025 and that this accreditation is recognized internationally. However, the laboratory also has an obligation to ensure that this advertising is not misleading and conforms to requirements that have been established by the International Laboratory Accreditation Cooperation (ILAC).

3.0 POLICY

CALA, CALA accredited laboratories, CALA PT participants and CALA members will ensure that all advertising and publicity with regards to accreditation is not misleading and conforms to the requirements set out in this policy document.

4.0 REQUIREMENTS FOR IMPLEMENTATION OF THE CALA PUBLICITY POLICY

4.1 Accreditation

4.1.1 General

CALA publicizes the accreditation of laboratories in several ways, including the following:

- An official Certificate of Accreditation, for public display, is presented by CALA to each laboratory following accreditation;
- A General Notice of New Accreditation or Involuntary Withdrawal of each affected laboratory is published on the CALA web site at <http://www.cala.ca/> for one month;
- Accredited scopes, including test status, are published in the accreditations' database on the CALA web site (http://www.cala.ca/cala_directories.html);
- The accredited status is provided to regulatory agencies, as required;
- Press releases and general news items dealing with the laboratory accreditation program will be released to the media from time to time; and,

- Other publicity programs may be developed to promote accreditation activities and increase public awareness of the program.

CALA encourages accredited laboratories to publicize their competence, and laboratories may do so by:

- Use of a statement that refers to its accreditation status;
- Use of the CALA Accreditation Symbol; or
- Use of the Laboratory Combined MRA Mark.

4.1.2 Statements of Accreditation

A statement of accreditation must specify that accreditation is by CALA to ISO/IEC 17025, and that accreditation is limited to those tests on the laboratory's scope of testing. If a laboratory wishes to use a statement regarding accreditation that deviates from this guideline, it must obtain the written approval of CALA.

4.1.3 CALA Accreditation Symbol

The CALA Accreditation Symbol is available for use by accredited laboratories. This may only be used once a duly signed license agreement has been provided to CALA. To obtain a license agreement, please contact CALA's Program Administrator (info@cala.ca).



4.1.4 Laboratory Combined MRA Mark.

CALA has entered into a license agreement with the International Laboratory Accreditation Cooperation (ILAC) for the use of the ILAC-MRA mark. Laboratories may apply to use the ILAC-MRA mark in conjunction with the CALA Accreditation Symbol (called the *Laboratory Combined MRA Mark*). The use of the ILAC-MRA mark combined with the CALA Accreditation Symbol will provide users of accredited labs with increased confidence that requirements have been met. This is a major step forward in improving the awareness of accreditation in the marketplace.

The Laboratory Combined MRA Mark may be used only by those laboratories that:

- Are CALA accredited;
- Have provided CALA with a duly signed copy of the License Agreement for the CALA Accreditation Symbol; and,
- Have provided CALA with a duly signed copy of the ILAC MRA Mark Sub-License Agreement.

Please note that the laboratory is not authorized to make use of the ILAC mark until the sub-agreement has been duly signed by both the laboratory and CALA. For further information, or to obtain a license, please contact CALA's Program Administrator (info@cala.ca).



4.1.5 General Requirements

Use of statements regarding accreditation, the Accreditation Symbol, or Laboratory Combined MRA mark shall be used:

- In a manner that does not misrepresent the laboratory's accreditation status or bring the accreditation process into disrepute; and,
- By an accredited laboratory only under the name in which it holds accreditation.

Statements regarding accreditation, the Accreditation Symbol, or Laboratory Combined MRA Mark shall not be:

- Used by applicants for accreditation;
- Used by a laboratory's subcontractors that are not accredited; or,
- Placed on products or items that a laboratory has tested.

Reference to the accredited status of a laboratory may not be part of any promotional endorsement of products or services not covered by accreditation from CALA, or be part of a claim of acceptability of data by product certification organizations.

4.1.6 Test Reports

On test reports where all the tests appearing are accredited, a laboratory may use an accreditation statement, Accreditation Symbol, or the Laboratory Combined MRA Mark on the test report.

Where none of the tests on a test report are accredited, a laboratory shall not use a statement regarding accreditation, the Accreditation Symbol, or Laboratory Combined MRA Mark on the test report or any enclosed letter or attachment that would imply that the test results are accredited.

Where both accredited and non-accredited tests appear on any report, the laboratory must clearly and unambiguously identify those tests that are not accredited (for example, include a statement that *this laboratory is not accredited for those tests marked by an asterisk*).

There shall be nothing in the test report, any attachments, or other materials that implies or may lead any user of the results or any interested party to believe that the work is covered by the scope of accreditation when it is not.

4.1.7 Advertizing and Publicity

An accredited laboratory and its parent, subsidiaries or sister companies may wish to incorporate in publicity and/or advertizing material, statements concerning the laboratory's accreditation. An accredited laboratory that is part of a larger organization may use statements, the Accreditation Symbol, or the Laboratory Combined MRA Mark on the organizational letterhead, provided that the accredited laboratory is identified by name immediately preceding or following the statement or symbol.

Where a statement, accreditation symbol, or mark is printed on letterhead and/or other corporate stationary, such stationary shall not be used for work proposals or quotes if none of the work is within the scope of accreditation.

The CALA Accreditation Mark is permitted on business cards for staff of accredited organizations; however, the Laboratory Combined MRA Mark is not permitted on business cards.

4.1.8 Web Sites

Information on web sites must conform to the CALA Publicity Policy. To ensure access to the most current scope of testing, laboratories are encouraged to use a link to their scope of testing found on the CALA Directory of Accredited Laboratories rather than posting a copy directly on their website.

4.1.9 Certificates

Certificates are intended for display at the location of the accredited laboratory. When promoting or providing proof of accreditation, laboratories shall use the current scope of accreditation in conjunction with the certificate, as this document details the specific tests that are accredited.

Only one certificate of accreditation can be issued per accredited laboratory, even if the laboratory has more than one location.

If a laboratory requires a copy or Adobe Acrobat (.pdf) version of their certificate, please contact the Program Administrator (info@cala.ca).

Certificates may be copied as long as the copy is in black and white, and there is a clear indication that it is a copy.

4.2 Proficiency Testing

Laboratories that perform successfully in the CALA Proficiency Testing (PT) Program may claim on their company letterhead and advertisements that they are recognized as a

participant in the CALA Proficiency Testing Program. However, this claim cannot be made on test reports.

Participating laboratories shall not duplicate or post copies of CALA Proficiency Testing Reports for marketing or advertizing purposes. Laboratories may, however, provide copies of CALA Proficiency Testing reports if required in response to a request for proposal, bid or quotation. When this occurs, the participant must include all of the report pages.

4.3 Members that Do Not Participate in CALA Programs

Members of CALA that do not participate in the accreditation and/or proficiency testing programs may claim that they are members on letterhead or advertisements but not on test reports.

4.4 CALA Logo and ILAC-CALA Combined MRA Mark

The CALA logo and ILAC-CALA Combined MRA Mark are registered trademarks for use exclusively by CALA and shall not be used by laboratories.

CALA Logo:



ILAC-CALA Combined MRA Mark:



4.5 Use of the APLAC Logo

CALA is a signatory to the APLAC MRA, and by its signatory status within this regional body, obtains its recognition as a signatory to the ILAC MRA. Use of the APLAC Logo, pictured below, is only allowed with the written permission of the APLAC Secretariat as described in Clause 3 of APLAC SEC 046: *Guidelines for the use of the APLAC Logo*.



Any use of the APLAC Logo by CALA is normally initiated by a request in writing to the APLAC secretariat, setting out the details of the proposed use of the APLAC logo. The secretariat, after consultation with the APLAC Chair and Board of Management, normally provides a reply to the request within seven (7) days of its receipt.

4.6 Use of the ILAC Logo

Use of the ILAC logo (as opposed to the ILAC-CALA Combined MRA referred to in section 4.3) is only allowed with the written permission of the ILAC Secretariat as described in ILAC-R4:03/2010 - *Use of the ILAC Logo and Tagline*.

5.0 REFERENCES

- APLAC SEC 046: Guidelines for the use of the APLAC Logo
- APLAC PR001: *Encouraging accredited laboratories and inspection bodies to use their accreditation body's accreditation symbol on reports*;
- ILAC R4: *Use of the ILAC Logo*; and,
- ILAC R7: *Rules for the Use of the ILAC MRA Mark*