

# P03 – CALA PUBLICITY POLICY

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**CALA**  
Trust, measured accurately

## TABLE OF CONTENTS

<b>1.0</b>	<b>SCOPE .....</b>	<b>1</b>
<b>2.0</b>	<b>BACKGROUND .....</b>	<b>1</b>
<b>3.0</b>	<b>POLICY .....</b>	<b>1</b>
<b>4.0</b>	<b>REQUIREMENTS FOR IMPLEMENTATION OF THE CALA PUBLICITY POLICY .....</b>	<b>1</b>
4.1	Accreditation.....	1
4.1.1	<i>General .....</i>	<i>1</i>
4.1.2	<i>Statements of Accreditation .....</i>	<i>2</i>
4.1.3	<i>CALA Accreditation Symbol .....</i>	<i>2</i>
4.1.4	<i>Accredited Lab Combined ILAC MRA Mark. ....</i>	<i>3</i>
4.1.5	<i>General Requirements .....</i>	<i>3</i>
4.1.6	<i>Test Reports.....</i>	<i>4</i>
4.1.7	<i>Advertising and Publicity .....</i>	<i>5</i>
4.1.8	<i>Web Sites .....</i>	<i>5</i>
4.1.9	<i>Certificates .....</i>	<i>5</i>
4.2	Members that Do Not Participate in CALA Programs .....	6
4.3	CALA Logo and Combined ILAC-CALA MRA Mark .....	6
4.4	Use of the APAC Logo .....	7
4.5	Use of the ILAC Logo and Tagline .....	7
<b>5.0</b>	<b>REFERENCES .....</b>	<b>7</b>
<b>6.0</b>	<b>REVISION HISTORY .....</b>	<b>7</b>

## 1.0 SCOPE

This policy applies to 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 recognised 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 accredited laboratories 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 publicises the accreditation of laboratories in several ways, including the following:

- An official Certificate of Accreditation, for public display, is provided by CALA to each laboratory following accreditation;
- A General Notice of New Accreditation or Involuntary Withdrawal of the full scope of each affected laboratory is published on the CALA web site at <http://www.cala.ca/>;
- Accredited scopes, including test status, are published in the accreditation database on the CALA web site (<https://directory.cala.ca/>);
- The accredited status is provided to regulatory agencies, as required;
- Press releases and general news items dealing with the laboratory accreditation program are 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 publicise their competence, and laboratories may do so through:

- Use of a statement that refers to its accreditation status;
- Use of the CALA Accreditation Symbol; or
- Use of the Accredited Lab Combined ILAC 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 (shown immediately below) is available for use by accredited laboratories. This may only be used after a duly signed license agreement has been provided to CALA. To obtain a license agreement, please contact CALA's Site Assessment Assistant ([ksmith@cala.ca](mailto:ksmith@cala.ca)).



#### 4.1.4 Accredited Lab Combined ILAC MRA Mark.

CALA has entered into a license agreement with the International Laboratory Accreditation Cooperation (ILAC) for use of the ILAC-MRA mark. Laboratories may apply to use the ILAC-MRA mark in conjunction with the CALA Accreditation Symbol (called the *Accredited Lab Combined ILAC 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 their requirements for a recognized accreditation body have been met. This is a major step forward in improving the awareness of accreditation in the marketplace.

The Accredited Lab Combined ILAC MRA Mark (shown below) may be used only by those laboratories that:

- Are CALA accredited; and,
- Have provided CALA with a duly signed copy of the License Agreement.

For further information, or to obtain a license, please contact CALA's Site Assessment Assistant (ksmith@cala.ca).



#### 4.1.5 General Requirements

Use of statements regarding accreditation, the Accreditation Symbol, or the Accredited Lab Combined ILAC MRA Mark shall be used:

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

Statements regarding accreditation, the Accreditation Symbol, or the Accredited Lab Combined ILAC MRA Mark shall not be:

- Used by applicants for accreditation.
- Used by a laboratory's subcontractors that are not accredited.
- 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 may not 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, the Accreditation Symbol, or the Accredited Lab Combined ILAC MRA Mark on the test report.

Where both accredited and non-accredited tests appear on any report containing a statement regarding accreditation, the Accreditation Symbol, or Accredited Lab Combined ILAC MRA Mark, 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*). This includes results from non-accredited sub-contractors.

Where none of the tests on a test report are accredited (including test results from non-accredited subcontractors), a laboratory shall not use a statement regarding accreditation, the Accreditation Symbol, or the Accredited Lab Combined ILAC MRA Mark on the test report or any enclosed letter or attachment that would imply that the test results are accredited. Further, there shall be nothing in any letters, attachments, or other material 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.

If the final report contains both the work done by the CALA accredited laboratory and subcontracted work, the laboratory may use an accreditation statement, the Accreditation Symbol, or the Accredited Lab Combined ILAC MRA Mark in the test report only if:

- Any subcontracted work falls within the scope of the CALA accredited laboratory or is subcontracted to a laboratory accredited by CALA or an accreditation body signatory to the ILAC MRA;
- Approval has been obtained from the subcontractor to report excerpts from the subcontractors' report or certificate;
- The accredited laboratory has informed the customer of the proposed subcontracting in writing and, where appropriate, has obtained approval;

- The subcontracted results are clearly and unambiguously identified as such in the test report or certificate to the customer;
- Any work outside of the CALA accredited laboratory's scope performed by a non-accredited subcontractor is identified as "not accredited".

#### 4.1.7 Advertising and Publicity

An accredited laboratory and its parent, subsidiaries or sister companies may wish to incorporate in publicity and/or advertising 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 Accredited Lab Combined ILAC 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, the Accreditation Symbol, or the Accredited Lab Combined ILAC MRA 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. It follows that, where both accredited and non-accredited tests appear in such proposals or quotes, they must be clearly distinguished.

Other permissible uses of the CALA Accreditation Symbol and Accredited Lab Combined ILAC MRA Mark include, but are not limited to: communication tools (e.g., presentation slides, press releases, brochures, etc.); corporate material (e.g., promotional gifts, calendars, business cards, faxes, invoices, etc.); and event materials and displays (e.g., pop-up banners, signage, posters, etc.).

#### 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.

Certificates are provided as hard copy and pdf following accreditation. Original certificates may be copied as long as there is a clear indication that it is a copy.

## 4.2 Members that Do Not Participate in CALA Programs

Members of CALA that do not participate in the accreditation program may claim that they are members on letterhead or advertisements but not on test reports.

## 4.3 CALA Logo and Combined ILAC-CALA MRA Mark

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

CALA Logo:



Combined ILAC-CALA MRA Mark:





## 4.4 Use of the APAC Logo

CALA is a signatory to the Asia Pacific Accreditation Cooperation (APAC) MRA, and by its signatory status within this regional body, obtains its recognition as a signatory to the ILAC MRA. Only CALA can use the APAC logo; accredited laboratories cannot use the APAC logo.

## 4.5 Use of the ILAC Logo and Tagline

Accredited laboratories are not able to use the ILAC logo or tagline (which is not to be confused with the Accredited Lab Combined ILAC MRA Mark described earlier in this document). Please refer to ILAC-R4:10/2016 - Use of the ILAC Logo and Tagline.

## 5.0 REFERENCES

- APAC COM-002: Use of the APAC Logo Ver 1.0 (20190101)
- ILAC R4: 10/2016: Use of the ILAC Logo and Tagline;
- ILAC R7: 05/2015: Rules for the Use of the ILAC MRA Mark; and,
- ILAC P8: 03/2019: Supplementary Requirements and Guidelines for the Use of Accreditation Symbols and for Claims of Accreditation Status by Accredited Conformity Assessment Bodies.

## 6.0 REVISION HISTORY

Revision Number	Revision Date	Nature of Revision
1.8	December 16, 2019	Removed references to Proficiency Testing (PT) throughout the document.
		Removed the requirement that multi-location laboratories may only have one (1) certificate.
		Global change from APLAC to APAC.
		Updated references.
1.9	October 19, 2023	Removed reference to Program Administrator throughout.