

TRUSTED Mark → SCHEME

Trust 250: Rules for Use of TRUSTED MARK



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The 'Trusted Mark' – The Seal of Consumer Trust

RULES FOR USE OF CERTIFICATION MARK

1 Purpose:

1.1 All scopes and sub-scopes that are certified under the Trusted Mark Certification Scheme (hereinafter referred as Retail Brand and Shopping Centre) that have been certified under the Trusted Mark Certification Scheme (hereinafter referred as Scheme) by the certification bodies approved by Scheme Owner, IRF Trusted Mark Secretariat and have been formally approved by the same, are eligible to use of the Scheme Certification Mark.

1.2 This section describes the process for approval of the Retail Brand/ Shopping Centre for the use of the Certification Mark and the rules for use of the Trusted Mark by the certified Retail Brand / Shopping Centre fulfilling the above requirements.

1.3 The Trusted Mark, is a protected mark owned by the Scheme Owner. Its use would indicate that the processes of the relevant Retail Brand/ Shopping Centre are in conformity with specified criteria (Standard for the Scheme) under the Scheme. The "Certification Mark" is also commonly known as the "Trusted Mark" Logo, however for the sake of aligning it with the international requirements the same will henceforth be referred to as the "Mark".

2. Scope:

2.1 This section covers the rules for use of the Trusted Mark, hereinafter referred to as the Mark, by the certified Retail Brand, Shopping Centre and the approved Certification Bodies.

3. Eligibility for use of Mark:

3.1 Retail Brands/ Shopping Centres that have been certified under the Scheme by the certification bodies approved by the Scheme Owner, are eligible to use the Certification Mark or apply for approval for use of the Certification Mark(s).

3.2 If the scheme requires an approval from scheme owner to use the Mark, the certified Retail Brand/ Shopping Centre shall apply for use of the Mark to the Scheme Owner through the approved Certification Body which has certified it.

3.3 The certified Retail Brand/ Shopping Centre shall sign a legally enforceable agreement with the Scheme Owner/ Certification body whereby it is allowed to use the Mark after agreeing to all the relevant conditions as described in this section.

4. Mark and its usage:

4.1 There may be more than one Mark(s) depending on whether some or all modules are used as the standard or criteria to certify Retail Brand and Shopping Centre.

4.2 The Mark(s) shall be distinct for each standard/ criteria used by the Scheme owner for certification of the Retail Brand and Shopping Centre.

4.3 The Mark may be used as any photographic reduction or enlargement.

4.4 The Mark shall be used in such a manner as to imply that the Retail Brand/ Shopping Centre has been possessing the requisites of the Scheme and shall be used on any document along with the address of the certified Retail Brand/ Shopping Centre to indicate to the recipient that the Retail Brand/ Shopping Centre is IRF Trusted Mark certified.

4.5 The Mark shall be displayed on outlet fronts/ e-page and all marketing and communication materials as an outward sign of certified Retail Brand/ Shopping Centre's commitment to the Mark.

4.6 The Mark may be used in outlet publicity material, pamphlets, letter heads, other similar stationary; media for exchange of any communication, for promoting the awareness of the Scheme, or the Mark, etc.

4.7 The certified Retail Brand and Shopping Centre shall prominently display the certificate received from the IRF Trusted Mark Secretariat based on e-certificate issued by the certification body in the prescribed manner in each certified outlet of the Retail Brand/ Shopping Centre/ epage and may also use the certificate as part of publicity material.

4.8 While using the above Mark, care shall be taken to ensure that the Mark is used only with respect to the Retail Brand and Shopping Centre certified and it shall not imply that the non-certified Retail Brand/ Shopping Centre having common ownership are also certified.

4.9 The certified Retail Brand/ Shopping Centre shall not make any misleading claims with respect to the Mark.

4.10 The certified Retail Brand/ Shopping Centre shall not use the Mark in any manner as to bring the Scheme Owner into disrepute.

4.11 The certified Retail Brand/ Shopping Centre, upon suspension or withdrawal of its certification, shall discontinue use of the Mark, in any form.

4.12 The certified Retail Brand/ Shopping Centre, upon suspension or withdrawal of its certification, shall discontinue use of all advertising matter that contains any reference to its certification status.

4.13 Depending upon the extent of violation, the suitable actions may range from advice for corrective actions to withdrawal of certification in situations of grave or repeated violations. In case the certified Retail Brand/ Shopping Centre does not take suitable action against the incorrect use of the Mark, the certification body shall withdraw the Certification.

4.14 The Scheme owner may direct the approved certification body to take any of the actions for incorrect use and / or non-use of the Mark or take appropriate legal action itself, if deemed necessary.

5. Obligations of the Approved Certification Body:

5.1 The Approved Certification Bodies shall obtain the agreement for use of the Mark duly signed in duplicate from the Retail Brand/ Shopping Centre found conforming to the criteria for certification and forward it to the Scheme owner, if required.

5.2 The Scheme owner, after duly signing the agreement, shall send one original copy to the certified Retail Brand/ Shopping Centre with a copy to the concerned certification body. One original copy shall be retained by the Scheme owner.

5.3 The certification body shall during their surveillance of the Retail Brand/ Shopping Centre monitor the use of the Mark to assist the Scheme Owner in protecting the integrity of the Mark.

5.4 In case the Certification Mark is observed to be used by a certified Retail Brand/ Shopping Centre contrary to the conditions specified, the certification body shall take suitable action in accordance with the relevant requirements of ISO 17065 and those specified in the documents "Trusted Scheme Certification Process".

6 Fee:

1) The certified Retail Brand/ Shopping Centre shall pay fees as prescribed by the Scheme Owner, for the use of the Mark, its management and incorporation of Certified Retail Brand's logo in the mark/ Shopping Centre's logo in the Mark/ Scheme B2B and B2C campaign through print, electronic media, Trusted Mark portals, publications, newsletters, social media etc. This payment will be paid to the Scheme Owner.

2) The certified Retail Brand/ Shopping Centre shall pay a fee as prescribed by the Scheme Owner, for issuance of decorative certificates. This payment will be paid to the scheme owner.
