

# 认证证书、认证标志的使用规则

## Rules for Use of Certification Certificates and Certification Marks

**1 新世纪检验认证有限责任公司**（以下简称 **BCC**）颁发的管理体系认证/产品认证/服务认证/审定与核查证书和所带的标志属于新世纪检验认证有限责任公司所有，获证组织在使用认证（含审定与核查、下同）证书、引用认证状态和使用认证标志时应执行本规定。BCC Inc. (hereafter referred to as BCC) is the owner of the management systems certification /products certification /service certification/validation and verification certificates and marks on them. Certified clients shall follow the following rules as they use the certificates, quote certification status or use the certification marks:

### 2 定义和说明 Define and Illustration

**2.1 BCC 认证标志：**是指 BCC 颁发的以证明获证组织的管理体系/产品/服务/审定与核查通过认证的专有符号、图案或者符号、或图案以及文字的组合。BCC Certification marks: refers to the proprietary symbol, design or symbol, or the combination of pattern and text, which are issued by BCC in order to prove that the certified organizations have passed the management system certification /product certification/service certification /validation and verification.

**2.2 BCC 的认证证书中**载明了认证所依据的标准和（或）其它引用文件，并带有新世纪检验认证有限责任公司的名称及认证徽标（“BCC”）；如果属于获准认可范围的，则同时带有认可机构的认可标志。The certification certificates issued by BCC contains the standards and (or) other reference documents with the name of BCC Inc. and BCC certification mark; if it is within the accredited scope, accreditation mark shall be on the certificates.

**2.3 BCC 认证标志为 BCC 徽标，**规格和颜色如图，可成比例放大缩小，应清晰可辨。BCC 具有唯一的认证标志，并受法律保护，其他机构和个人未经 BCC 的书面允许不得使用 BCC 认证标志。BCC certification mark is the BCC logo. Its specifications and colors are shown in the figure below, which can be scaled up and down in proportion, and should be clearly distinguishable. BCC has a unique certification mark, which is protected by law. Any other organizations or individuals are not allowed to use the BCC certification mark without written permission from BCC.

认证标志式样： Sample of certification mark:



**2.4** BCC 在其认证证书中应用了二维码技术，通过二维码向客户及公众提供查询认证信息的一种途径。用户可通过智能手机，使用带有识别 QR 二维码功能的工具，对 BCC 证书上的二维码图案进行扫描，获得证书信息验证链接，通过链接进入 BCC 二维码证书验证平台（v.bcc.com.cn），及时获取证书最新信息和状态，具体包括证书号、客户名称、经营地址、认证范围、认证领域、证书有效期、证书状态、客户介绍等信息。BCC uses QR code technology in its certification mark, through the QR code to provide a means of query certification information for customers and the public. The user can scan the QR code design on the certificate, to get certificate information verification link through the smart phone with recognition of QR code function, and get into the BCC QR code certificate verification platform (v.bcc.com.cn), to obtain the certificate status and the latest information in timely, the information include the certificate number, customer name, business address and scope of certification, certification field, the validity of the certificate, certificate status, customers etc..

### **3 认证证书和认证标志的使用：Use of Certificates and Certification Marks**

**3.1** 依照 BCC 管理体系认证/产品认证/服务认证/审定/核查实施与控制相关程序完成审核/检查/审查/审定/核查且经评定合格的管理体系/产品认证/服务认证/审定/核查申请组织，经总经理批准，可获得 BCC 颁发的管理体系认证/产品认证/服务认证/审定/核查证书。The management system certification /product certification /service certification /validation and verification application organization complete the audit in accordance with the BCC management system certification, audit, implementation and control of relevant procedures to, and has been assessed conformity, can obtain the certificate of management system certification /product certification /service certification /validation and verification issued by BCC with the approval of the General manager.

**3.2** 获证组织有权在认证证书有效期内并按照本文件的要求使用管理体系/产品/服务认证证书、认证标志和 BCC 认证标志与中国合格评定国家认可委员会“CNAS”认可标志或美国国家标准协会认可委员会（ANAB）或英国皇家认可委员会（UKAS）或社会责任认可服务组织（SAAS）认可标志或知识产权认证标志（IPMS）的组合。获证组织可以在互联网、广告、展销会、宣传册、会议、报刊、电视等贸易、宣传场合使用认证证书和认证标志，宣传自己的形象，宣传自己的管理体系/产品/服务水平。Certified clients have the right to use the management system/product/service certificates, certification marks, or the combined marks of BCC certification mark and China National Accreditation Service for Conformity Assessment（CNAS），ANSI-ASQ National Accreditation Board (ANAB), United Kingdom Accreditation Service (UKAS), Social Accountability Accreditation Services (SAAS) or IPMS accreditation mark within the validity period of the certificate and in accordance with the requirements of this

document. Certified clients may use the certificates and certification marks by means of internet, advertisements, exhibitions, brochures, conferences, newspapers, TV etc. to promote their images and management/product/service levels.

**3.3** 使用 BCC 认证标志时，使用方法如下：Rules for use of BCC certification certificates and certification marks are as follows:

**3.3.1** 认证标志使用基本原则：Basic principles for the use of certification marks

管理体系获证客户使用 BCC 认证标志时，应满足以下要求：

- a) 获证组织不得将 BCC 管理体系认证标志应用于产品或产品包装之上，或以其他方式表示产品符合性；The certified client shall not apply the BCC management system certification mark on a product nor product packaging nor in any other that may be interpreted as denoting product conformity;
- b) 获证组织不得将 BCC 认证标志应用于实验室检测、校准或检验报告或证书上；The certified client shall not apply the BCC management system certification mark to laboratory test, calibration or inspection reports or certificates.
- c) 管理体系获证组织（FSMS 和 HACCP 获证组织除外）不得在产品上使用认证标志，仅可以在产品包装上或附带信息中声明其管理体系通过认证；FSMS 和 HACCP 获证组织不得在产品或者产品包装上使用 FSMS 或 HACCP 认证标志，也不得在产品包装上使用已获得 FSMS 或 HACCP 认证的任何声明。产品包装包括产品所有包装，既包括初级包装（盛放产品的），也包括任何外包装或者二次包装。产品包装的判别标准是其可从产品上移除且不会导致产品分解、碎裂或损坏。附带信息的判别标准是其可分开获得或易于分离。型号标签或铭牌被视为产品的一部分。声明决不应暗示产品、过程或服务以这种方式得到了认证。声明应包含对下列的引用：获证客户的标识（例如品牌或名称）、管理体系的类型（例如质量、环境）和适用标准及颁证机构 BCC。声明可以是：“（该产品）是在一个质量管理体系通过 GB/T19001（ISO9001）认证（发证机构为新世纪检验认证有限责任公司）的工厂里制造的”。Certified organizations of management systems (excluding FSMS and HACCP certified organizations) shall not use the certification mark on their products, and may only state that their management system has been certified on product packaging or in accompanying information .Any certified FSMS or HACCP organization shall not use the FSMS or HACCP certification marks on products or their packaging, nor make any statements on the product packaging that they have obtained FSMS or HACCP certification, includes all packaging of the product, encompassing both primary packaging (which contains the product) and any outer or secondary packaging. A FSMS certified organization may not use the FSMS certification mark on a product or product package, nor shall any declaration of FSMS certification be used on product packaging. The discrimination standard of the product package is that the package could be removed from the product without any dissolution, break and damage appear on the product. The discrimination standard of the incidental information is that the information could be achieved and separated easily. The type label and name brand are regarded as a part of the product. The statement must not imply that the product, process and service have been certified in this manner. The statement should refer to the identity of the certified customer (e.g. Brand or name), type of the management system (e.g. QMS or EMS), appropriate standard and accreditation organization BCC. It can be a clear statement: “(This product)

is manufactured in a factory with Quality Management Systems GB/T19001 (ISO9001) certified” (by the BCC Inc.).

d) 获证组织不得将 BCC 的认证标志用在与认证证书无关的范围，进行宣传，造成误导；不得暗示认证适用于认证范围以外的活动和场所；BCC certification marks shall not be used in areas and activities nothing to do with its certification scope in which way it may mislead the public; The certified organization shall not imply that the certification is applicable to activities and places outside the scope of certification;

e) 管理体系认证证书、认证标志不准以任何方式转让、出售、借用或冒用；Management systems certification certificates, certification marks are not allowed in any way for transfer, sale, loan or fraudulent use;

f) 获证组织不得做出有关认证资格误导性的说明，也不得以误导性方式使用认证证书或认证证书的某一部分；f)A certified client shall not make any misleading announcement about its certification and may not use its certificate or any part of its certificate in a misleading manner;

g) 获证组织的认证证书被撤销时，应立即停止对认证资格的宣传及对认证证书的使用；关于证书资格的相关规定参见《监督、再认证及证书保持、扩大、缩小、暂停、注销及撤销认证的规则》。g)When the certificate is revoked, the certified client shall immediately discontinue promotion of its certification and use of its certificates; for certificate qualification see *Rule for the Management of Surveillance and Recertification Audit and Maintaining, Extending, Reducing, Suspending, Canceling and Withdrawing of Certification after the Management Systems Certification*;

h) 获证组织的认证范围缩小时，应及时修改宣传材料，并确保在认证范围内进行宣传；When a certified client has reduced its certification scope, it should revise their publicity materials timely for appropriate advertisement within its certification scope;

i) 获证组织在引用管理体系认证资格时，不得暗示认证机构对产品（包括服务）或过程进行了认证。Certification shall not be used in such a way as to suggest that the Certification Body has certified or approved any product (service) or process of a certified organization.

j) 获证组织在使用认证资格时，不得使认证机构和（或）认证制度声誉受损，失去公众信任。The certification organization in the use of certification, must not make the certification body and (or) certification system reputation, loss of public trust.

k) 获得管理体系认证的组织应当在广告等有关宣传中正确使用管理体系认证标志，不可使人误认为 BCC 对获证组织的特定产品或服务进行了认证。Organizations that have obtained management system certification should correctly use management system certification marks in advertisements and other related publicity, and should not mislead others into thinking that BCC has certified specific products or services of the certified organization.

产品认证的获证客户使用 BCC 认证标志时，允许在其已获证的产品或其销售包装、产品宣传材料中进行认证宣传，但不得暗示认证适用于非获证产品而对公众造成误导；同时遵守以上 f) —j)。对涉及具体不同产品认证领域的客户，还应遵守相应产品认证公开文件中对认证标志使用的特定要求。When product certification client use the BCC certification mark, certified products, the sales packaging of certified products, and product promotional materials are allowed to carry out certification promotion, but they must not imply that the certification is applicable to non-certified products and mislead the public. At the same time, f)-j) clauses should be

respected. The use requirements of different product certification marks follow the specific requirements for the use of certification marks in the corresponding product certification public documents.

服务认证的获证客户使用 BCC 认证标志时，允许在其服务宣传中进行认证宣传，但不得暗示认证适用于非获证服务而对公众造成误导；同时遵守以上 f) —j)。When service certified customers use the BCC certification mark, they are allowed to carry out certification publicity in their service publicity, but they must not imply that the certification is applicable to non-certified services and mislead the public. At the same time, f)-j) clauses should be respected.

### 3.3.2 BCC 认证标志与 CNAS 认可标志结合使用 Combined use of BCC certification mark and CNAS accreditation mark

BCC 向获证组织颁发带认可标志的管理体系/产品认证证书时，获证组织方可使用 CNAS 认可标志。获证组织使用认可标志时，应注明 BCC 的认可注册号及管理体系认证代码 M/产品认证代码 P。如下图所示：The certified clients may use CNAS accreditation mark when BCC issues the management system/product certification certificates with CNAS accreditation mark. When the certified clients use the certification mark, it shall indicate the BCC accreditation registration number and the management system certification code M. /product certification code P. As follows:

管理体系：

Management system:



中国认可  
管理体系  
**MANAGEMENT SYSTEM  
CNAS C016-M**

产品认证：

Product certification:



中国认可  
产品  
**PRODUCT  
CNAS C016-P**

审定与核查：

Validation and  
verification:



中国认可  
环境信息  
**ENVIRONMENTAL INFORMATION  
CNAS VV016-EI**

### 3.3.3 BCC 认证标志与 ANAB 认可标志结合使用 Combined use of BCC certification mark and ANAB accreditation mark

and ANAB accreditation mark

BCC 颁发的质量管理体系认证证书、环境管理体系和职业健康安全管理体系认证证书中可使用 BCC 认证标志与 ANAB 认可标志的组合,获证组织使用 ANAB 认可标志时,应确保 ANAB 认可标识不大于 BCC 的认证标志。使用方法如下: The combination of BCC certification mark and ANAB accreditation mark can be used in the QMS, EMS, OHSMS certification certificates issued by BCC. When using the ANAB Accreditation Mark, the certified clients shall ensure that the ANAB accreditation mark is not larger than BCC certification mark. As follows:



### 3.3.4 BCC 认证标志与 UKAS 认可标志结合使用 Combined use of BCC certification mark and UKAS accreditation mark

BCC 颁发的医疗器械质量管理体系认证证书中可使用 BCC 认证标志与 UKAS 认可标志的组合,使用 UKAS 认可标识时,应注明 BCC 的认可注册号“8631”,且 UKAS 的认可标识不得小于 20mm.并且在不大于 A4 的纸上使用时不得大于 30mm,使用方法如下: The combination of BCC certification mark and UKAS accreditation mark can be used in MDMS certification certificates issued by BCC. When the UKAS accreditation mark is used, BCC accreditation registration number for BCC is 8631 that should be noticed on the certificate. The size of the UAKS accreditation mark should be larger than 20 mm, and smaller than 30mm when it is printed on the paper that is not bigger than A4. As follows:



当获证组织使用 UKAS 认可标志时,应确保 UKAS 认可标识不大于 BCC 的认证标志,且应在同一方框中。使用方法如下: When the certified organizations use the UKAS accreditation mark, they should ensure that UKAS accreditation mark is not larger than BCC certification mark, and the two marks are in the same box:



### 3.3.5 BCC 认证标志与 SAAS 认可标志结合使用 BCC certification mark combined with SAAS accreditation mark

BCC 颁发的 SA8000 认证证书中可使用 BCC 认证标志与 SAAS 认可标志的组合, 获证组织使用 SAAS 认可标志时, 应确保 SAAS 认可标识与 BCC 的认证标志尺寸相同, 认可标识应与背景颜色鲜明对照, 认可标识的所有特征应清晰可见。使用方法如下: The combination of the BCC certification mark and the SAAS approval mark may be used in the SA8000 certification issued by the BCC. When the certified organization uses the SAAS approval mark, the SAAS approval mark shall be the same as the BCC certification mark. The approval mark shall be in sharp contrast with the background color. All features of the accreditation logo should be clearly visible. The method of use is as follows:



### 3.3.6 BCC 认证标志与 IPMS 认证标志结合使用 Combined use of BCC certification mark and IPMS certification mark

BCC 颁发的 IPMS 管理体系认证证书中可使用 BCC 认证标志与 IPMS 认证标志的组合, 知识产权认证采用国家推行的统一的知识产权认证标志。使用 IPMS 管理体系认证标识时, 应包括基本图案、BCC 识别信息, 使用方法如下: The combination of BCC certification mark and IPMS certification mark can be used in the IPMS management system certification certificate issued by BCC, and the intellectual property certification adopts the unified intellectual property certification mark promoted by the country. When using the IPMS management system certification mark, it should include the basic pattern and BCC identification information. The method of use is as follows:



3.4 凡发现证书的持有者在广告、宣传材料中对认证资格的不正确宣传或认证证书与标志未按规定使用, 有误导或虚假声明的情况发生, BCC 将对情况进行记录, 并及时做出反应和采

取措施，包括暂停认证资格、撤销认证资格（注：当获证组织不按相关规定正确引用和宣传获得的认证信息，造成严重影响或后果，或者 BCC 已要求获证组织纠正但超过 2 个月仍未纠正的，BCC 将撤销其认证资格）、公告违规行为等，直至追究其责任者的法律责任。 If it is found that the certificate holder has incorrectly promoted the certification qualifications in the advertisements and promotional materials, or the certification certificate and logo are not used according to the regulations, and there are misleading or false statements, BCC will record it and immediately take actions including suspension or withdrawal of certification (Note: when the certified client is not in accordance with the relevant provisions of the correct citation and publicity for the certification information, resulting in serious effects or consequences, or BCC has requested the certificate correct but didn't correct over more than 2 months, BCC will withdraw the qualification), announcing the violation and even investigating the legal liabilities.

**3.5** 相关产品认证的特殊标志的使用要求，参照相应产品认证公开文件执行。 The requirements for the use of special marks for related product certification shall be implemented with reference to the corresponding product certification public documents.