



S1. Terms of Use for CIRQ Certification Mark

ISO/IEC 17021:2015-1, Clause 8.3

ISO/IEC 17065:2012, Clause 4.1.3

The Insights Association's Certification Institute for Research Quality, LLC. ("CIRQ") has established these Terms of Use to allow for the use of the CIRQ Certification Mark(s) in a professional and legal manner by CIRQ-certified companies in their written and electronic literature and advertising. These Terms define the limitations of use by ISO 20252:2019 and ISO/IEC 27001:2013 (the "Standard(s)") certified companies of the CIRQ Certification Mark(s); and will be administered by the CIRQ Managing Director and CIRQ Board Chair. These terms cover the use of the CIRQ Certification Mark(s) only. The CIRQ logo is a separate and distinct graphic and is restricted to CIRQ use only.

1. Only companies who have achieved a successful audit to the Standard and have received a Certificate of Compliance from CIRQ are permitted to use the CIRQ Certification Mark(s). The client conforms to CIRQ requirements when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents.
2. CIRQ does not permit its marks to be applied by certified clients to laboratory test, calibration or inspection reports or certificates.
3. The CIRQ Certification Mark(s) will be delivered to the certified company electronically in both a gif format for website use and a jpeg format for print use. Other formats will be made available as needed. Guidelines for size and color usage will be delivered with the Certification Mark(s).
4. Certification approval and use of the Certification Mark(s) is limited to the scope of audit determined by CIRQ and detailed on the Certificate of Compliance in the Statement of Applicability. Companies who have achieved certification will use the Certification Mark(s) only in such a way so as not to create confusion between matters referred to in the scope of certification and other matters, and does not make or permit any misleading statement regarding its certification.
5. Divisions, parents, subsidiaries, sister companies and other affiliated companies are **not** permitted to use the CIRQ Certification Mark(s) unless they have individually received certification by CIRQ to the Standard(s).
6. Companies that have achieved certification but are **not** Insights Association members may only use the CIRQ Certification Mark(s) and are not entitled to use the separate and distinct Insights Association logo in their materials.
7. The use of CIRQ's name and/or the Certification Mark(s) and/or the use of the Insights Association name and/or logo are not an endorsement of the organization that use any such name, Certification Mark(s), or logo. The CIRQ name and Certification Mark(s) and the Insights Association name and logo may not be used in any way suggesting product the product, process or service certification. The CIRQ Certification Mark(s) applies only to certification of either/both the company's research project management system (ISO 20252:2019) or information security management system (ISO 27001:2013) according to the Statement of Applicability.



- a) Specific to ISO 27001:2013, the client does not allow reference to its management system certification to be used in such a way as to imply that CIRQ certifies a product (including service) or process.
8. The use of the CIRQ Certification Mark(s) following initial certification is subject to annual review based on the successful result of subsequent annual surveillance audits or the re-certification audit. The client shall amend all advertising matter when its scope of certification has been reduced.
9. CIRQ is also accredited to ISO/IEC 17065:2012 and ISO/IEC 17021-1:2015 through the ANSI National Accreditation Body (ANAB). As such, CIRQ shall authorize each organization under its accredited certification system only so long as the organization continues to operate in conformance with its certified management system to apply the ANAB accreditation symbol with CIRQ's own symbol only on those organization documents that relate to the certified management system and not on a product or in any way that could imply product, process, or service certification.
10. CIRQ reserves the right to suspend or withdraw a company's certification under the Standard and its use of the CIRQ Certification Mark(s) based on failure to comply with the Standard as determined by the outcome of a CIRQ audit, violation of conformance to the standard, or misuse of the Certification Mark(s). Upon withdrawal of its certification, the client discontinues its use of all advertising matter that contains a reference to certification, as directed by CIRQ.
11. These Terms of Use are subject to review and revision, the continued use of the Certification Mark(s) after any such revision will be subject to such revised Terms of Use.
12. The CIRQ name and Certification Mark(s) are trademarks of CIRQ. CIRQ and Insights Association reserve the right to require that an organization in violation of trademark usage remove them from the organizational website and discontinue use of them should it be determined there is a breach of any conditions laid out in these Terms.
13. CIRQ recommends the following language for use in promotional materials in relation to a company's CIRQ certification: [Insert company name]
 1. *is committed to industry quality and maintains certification to ISO 20252:2019 the International Standard for Market, Opinion and Survey Research including Insights and Data Analytics. This certification covers* [insert Statement of Applicability].
 2. *is committed to industry quality and maintains certification to ISO/IEC 27001:2013 the International Standard for Information technology — Security techniques — Information security management systems. This certification covers* [insert Statement of Applicability].

Certification Marks

CIRQ Certification Marks for use by companies certified to the applicable standard(s):

