

## MODULE 7

### REFERENCE TO ACCREDITATION AND ADVERTISING

#### 7.1 INTRODUCTION

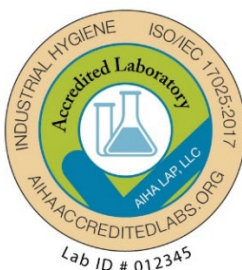
All AIHA Laboratory Accreditation Programs, LLC (AIHA LAP) accredited laboratories are encouraged to advertise their accreditation by using prescribed language defined in this module and the approved AIHA LAP accreditation symbol. ISO/IEC Standard 17011 requires that accreditation bodies, such as the AIHA LAP, “have a policy governing the use of the accreditation symbol and claims of accreditation status” of reference to its accreditation and symbol. The following policies govern a lab’s reference to its accreditation in all communication media, such as the Internet, documents, reports, business cards, brochures, or advertising. AIHA LAP routinely monitors accredited organizations for compliance regarding the use of the symbols, statements about and reference to accreditation.

Failure to conform to these policies or the advertising/symbol license agreement shall result in any or all of the following: request for corrective action, suspension or withdrawal of accreditation, publication of the transgression or possible initiation of legal actions.

Only accredited AIHA LAP laboratories may use the AIHA LAP accreditation symbol for purposes of advertising their laboratory accreditation. The laboratory shall contact the AIHA LAP office if they would like to reproduce the symbol in a size or color palette different from the original artwork provided.

#### 7.2 DEFINITIONS

**7.2.1 Symbol** – AIHA LAP maintains and issues an accreditation symbol, shown below, for laboratories to advertise their accreditation.





**7.2.2 Logo** – AIHA LAP also maintains an accreditation logo, shown below, that is for use by the organization (AIHA LAP) only.



**7.2.3 Mark** – AIHA LAP also maintains a combined mark, shown below, in which its logo and the ILAC mark are used in combination. This mark is for use by the organization (AIHA LAP) only. For more information on how an AIHA LAP accredited laboratory can obtain use of the ILAC combined mark, see section 7.9.



### **7.3 REFERENCE TO AIHA LAP ACCREDITED FIELDS OF TESTING (FoTs)**

AIHA LAP accreditation may be advertised by:

- a) use of a statement of AIHA LAP accreditation with Laboratory ID number, (see Section 7.5); or
- b) AIHA LAP accreditation symbol with Laboratory ID number; or
- c) Laboratory ID number (See Section 7.6).

Any of these references may not be used or implied for a FoT(s) for which the laboratory is not accredited by AIHA LAP.

A laboratory shall not advertise that it is accredited by AIHA LAP until the laboratory has received its accreditation certificate and scope of accreditation with laboratory ID number from AIHA LAP indicating that it has been accredited. Also, an AIHA LAP accredited laboratory that adds an additional laboratory accreditation program and/or FoT to its existing scope of



accreditation (see Policy Module 3) shall not advertise that it is accredited for that scope of testing until it receives its accreditation certificate and/or updated scope of accreditation with Laboratory ID number from AIHA LAP.

An AIHA LAP accredited laboratory that displays its accreditation certificate shall also display the relevant scope of accreditation.

#### **7.4 REFERENCE TO AIHA LAP ACCREDITATION FOR SUSPENDED-STATUS FoTs**

An accredited laboratory whose accreditation has been suspended or withdrawn shall not reference AIHA LAP accreditation for the FoT/Method(s) for which it is suspended or withdrawn for the duration of the suspension period. Upon suspension or withdrawal, the laboratory shall discontinue the use of all communication media that contains any reference to the suspended or withdrawn accreditation.

#### **7.5 STATEMENT OF AIHA LAP ACCREDITATION**

**7.5.1** An AIHA LAP accredited laboratory may use the following statements, or equivalent, in communication media, subject to the limitations listed in 7.8, below.

“\_\_\_\_\_Laboratory (ID \_\_\_\_ ) is accredited by the AIHA Laboratory Accreditation Programs, LLC (AIHA LAP) in the \_\_\_\_\_accreditation program(s) for \_\_\_\_\_Fields of Testing as documented by the Scope of Accreditation Certificate and associated Scope”

(Blanks are to be filled with the applicable terms, as listed on the accreditation certificate.)

**7.5.2** AIHA LAP accredited laboratories may also use the following statement in their communication media discussing the laboratory only, in conjunction with 7.5.1.

“AIHA LAP accreditation complies with the ISO/IEC Standard 17025:2017 requirements, but this does not imply ISO certification or registration.”

**7.5.3** Laboratories with multiple locations must clearly identify the location of the accredited laboratory(s) and their applicable accreditation programs in their communication media.

#### **7.6 LABORATORY ID NUMBER**

An AIHA LAP accredited laboratory may use its AIHA LAP assigned Laboratory ID Number in its media communications subject to the limitations listed in Section 7.8.

#### **7.7 AIHA LAP ACCREDITATION SYMBOL**

The AIHA LAP accreditation symbol may be used by accredited laboratories, subject to the



limitations listed in Section 7.8.

An AIHA LAP accredited laboratory shall only use the AIHA LAP accreditation symbol after signing the appropriate licensing agreement, detailing the permissible usage. The AIHA LAP accreditation licensing agreement is provided by the AIHA LAP at the time the accreditation certificate is issued. The laboratory shall sign and return the licensing agreement to AIHA LAP before the AIHA LAP will release the copy ready artwork of the symbol to the laboratory.

All uses of the AIHA LAP accreditation symbol must be accompanied by the laboratory identification number, as shown above in section 7.2.1.

## **7.8 LIMITATIONS TO REFERENCING AIHA LAP ACCREDITATION**

**7.8.1** A statement of AIHA LAP accreditation or the AIHA LAP accreditation symbol shall only be displayed by laboratories that hold AIHA LAP accreditation, using the organization name as stated on the accreditation certificate.

**7.8.2** A statement of AIHA LAP accreditation or the AIHA LAP accreditation symbol shall only be used by the laboratory on its Internet web site, letterhead documents, reports, business cards, brochures or advertising referring to the laboratory only ("communication media"). The laboratory shall not use a statement of AIHA LAP accreditation or AIHA LAP accreditation symbol on communication media when such testing is outside the scope of accreditation, unless the laboratory provides a clear disclaimer and/or identifies the testing that is outside the scope of AIHA LAP accreditation.

**7.8.3** A statement of AIHA LAP accreditation and/or the AIHA LAP accreditation symbol signifies that a laboratory meets certain standards. The laboratory shall not display a statement of AIHA LAP accreditation or the AIHA LAP accreditation symbol on products, product catalogs, product packaging or inserts or otherwise on any item not specifically outlined as communication media, above; However, accredited laboratories may make statements in connection with certain products, if accurate, that those products will be analyzed by laboratories accredited by AIHA LAP in the appropriate field of testing. Any reference to accredited analysis must be on the packaging insert only and not displayed on the outside of the packaging. Furthermore, a statement of AIHA LAP accreditation or the AIHA LAP accreditation symbol may not be displayed on communication media or any other laboratory materials that are outside the scope of accreditation for which the laboratory is accredited by the AIHA LAP.



Laboratories accredited under NLLAP shall use proper statements for any materials used to market its status as an EPA-recognized NLLAP laboratory. Marketing materials include but are not limited to the laboratory's website, print publications and/or lead dust wipe sampling kit packaging, if applicable. NLLAP laboratories may use the terminology, "EPA-Recognized Testing Lab" or "EPA-Recognized NLLAP Lab" to denote its status to the public.

- 7.8.4 The laboratory shall only display a statement of AIHA LAP accreditation or the AIHA LAP accreditation symbol on the internet or on other segmented materials on those web pages or those areas of materials that are relevant to the scope of accreditation for which the laboratory is accredited by AIHA LAP.
- 7.8.5 The laboratory shall not make any statement regarding its AIHA LAP accreditation which AIHA LAP may consider to be misleading or unauthorized.
- 7.8.6 The laboratory shall take care that no report or certificate nor any part thereof referencing AIHA LAP accreditation is used in a misleading manner.
- 7.8.7 Accreditation by AIHA LAP does not imply that a product, process, system, or person is approved by AIHA LAP. Accordingly, a statement of accreditation or an AIHA LAP symbol shall not be used in manner suggesting or implying that a product, process, system or person is approved or certified by AIHA LAP or that AIHA LAP is otherwise certifying something other than the laboratory itself.
- 7.8.8 The customers of an AIHA LAP accredited laboratory may need, in reports or certificates endorsed with the accreditation symbol or otherwise make reference to accreditation status, additional comments regarding the serviceability or suitability for specific purposes of the items, samples, batches or consignments, or an amplification or interpretation of the results obtained. The laboratory shall follow 7.8.7 of ISO/IEC 17025, that allows for the inclusion of expressions of opinions, interpretations or other statements on endorsed reports or certificates.

## **7.9 USE OF THE ILAC MARK**

Accredited AIHA LAP laboratories interested in using the Laboratory Combined Mark that includes the ILAC mark and the AIHA LAP accredited laboratory symbol with the AIHA LAP laboratory ID number should contact the AIHA LAP Quality Systems Manager for additional information on the requirements.