KENAS
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KENYA
ACCREDITATION
SERVICE

PL-54-02

Policy on the Use of KENAS Symbols, Combined Marks and Reference to Accredited Status

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1 Background Information

1.1 Purpose

The purpose of this policy is to assist Conformity Assessment Bodies (CABS) that have been accredited by KENAS to correctly use the KENAS Accreditation Marks or Combined Marks in their respective documents in promoting their accreditation status. It also provides guidance on the likely scenarios of the misuse of the marks or symbols.

1.2 Scope

This policy applies to Conformity Assessment Bodies (CABS) that have been accredited by KENAS and intend to use the KENAS Accreditation Mark, Combined KENAS/IAF or KENAS/ILAC Mark.

1.3 Roles and Responsibilities

Role	Responsibility
All KENAS Technical Staff	Process owner
Accreditation Officer	Reviewer
CMLA/CMIV	Recommender
CEO	Approval
CABs and Assessment Personnel	Compliance

2 Legal Basis

KENAS as an accreditation body is required to meet the requirements of ISO/IEC 17011 that requires an accreditation body to have a documented policy governing the use of the accreditation symbol and claims of accreditation status.

3 Terms and Definitions

For the purpose of this manual, the following terms and definitions shall apply in addition to those given in ISO/IEC 17000 and the Kenya Accreditation Service Act 2019.

3.1 Acronyms and Abbreviations

CEO	Chief Executive Officer
CMCI	Chief Manager, Certification and Inspection
CMLA	Chief Manager, Laboratories
KENAS	Kenya Accreditation Service
IAF	International Accreditation Forum

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ILAC	International Laboratories Accreditation Cooperation

3.2 Definition of Terms

3.2.1 Accreditation

A third-party attestation related to a conformity assessment body conveying formal demonstration of its competence to carry out specific conformity assessment tasks.

3.2.2 KENAS Logo

Means the Logo used by KENAS (the sole accreditation body in Kenya) as a mark of its identity.

3.2.3 ILAC Logo

Means the Logo used by IAF to identify itself.

3.2.4 KENAS Symbol

Formerly called the KENAS Accredited Mark, refers to the symbol(s) issued by KENAS for use by KENAS-accredited CAB to indicate its accredited status.

3.2.5 Combined Mark

The Combined Mark is a combination of the KENAS Symbol with the ILAC MRA Mark or the IAF MLA Mark.

3.2.6 Scope of Accreditation

Refers to the specific conformity assessment activities for which accreditation is sought or has been granted.

3.2.7 Claims of Accreditation

Refers to the declaration by a conformity assessment body on its accredited status.

3.2.8 Certificates and Reports

Refers to calibration certificates, test reports, inspection certificates or reports and/or any other certificate or report generated under the CAB's Schedule of accreditation.

3.2.9 Accredited status

A claim of the scheme or scopes in which a CAB has been granted accreditation by KENAS.

3.2.10 Schedule of Accreditation

A document that is presented to the accredited CAB together with the Accreditation Certificate that states the specific scopes in which the CAB is accredited on.

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3.2.11 Promotional materials

Any material used by an Accredited CAB for advertising, publicity or business solicitation of claiming or promoting the CAB's accredited status.

4 Policy

4.1 General Requirements

4.1.1 The KENAS logo, KENAS symbols and ILAC/IAF marks are trademarked, registered and protected. They are the properties of KENAS, ILAC and IAF. Use of the KENAS logo, KENAS symbols and ILAC/IAF marks will be as guided by this document. Any use that may go against this policy, will be an infringement of the proprietary rights of the three entities.

4.1.2 Only accredited bodies shall have the right to use KENAS Symbol or Combined Mark.

4.1.3 The accredited Conformity Assessment bodies shall take reasonable actions to ensure that there is no misuse of the accreditation mark by itself or its clients.

4.2 Use of the KENAS Marks

4.2.1 It is mandatory for all KENAS accredited CABs to use the KENAS symbol and/or combined marks. The accredited organization shall have a policy for controlling the use of the term "KENAS" and the KENAS Symbol or the Combined Marks

4.2.2 It shall be an offence for an organization not accredited by KENAS to use the KENAS Symbol or the Combined Marks

4.2.3 The KENAS Symbol or the Combined Marks shall not be used by applicants for KENAS accreditation.

4.2.4 The KENAS Symbol or the Combined Marks shall be used by a KENAS accredited organization only under the name by which it holds KENAS accreditation.

4.2.5 Accreditation claims shall be related only to the activity that is covered under the Schedule of Accreditation, and not with any other activities in which the accredited organization or its parent organizations are involved.

4.2.6 KENAS accreditation is site specific. Accreditation claims shall be related only to the specific accredited location(s) that is covered under the Schedule of Accreditation and not with any other non-accredited locations.

4.2.7 When promoting or providing proof of accreditation, accredited organizations shall use the Schedule of Accreditation as this document details the scope of accreditation. The Accreditation Certificate shall be used for display purposes and may also accompany the Schedule of Accreditation .

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4.2.8 It is the responsibility of the accredited organization to communicate the conditions in this policy and its requirements to the necessary corporate/marketing representatives to ensure that all requirements are met.

4.2.9 An accredited CAB shall follow the ACC-CD-40 Guidelines on the use of KENAS Symbol, Combined Mark and Reference to Accredited Status.

4.2.10 KENAS Accredited CABs shall only use KENAS Symbol or Combined mark issued by KENAS.

4.2.11 The KENAS Symbol shall only be issued to CABs domiciled in countries that are signatories to the Madrid Protocol and/or Banjul Protocol.

4.2.12 KENAS Accredited CABs in countries that have not signed the Madrid Protocol and/or Banjul Protocol but have a National Level Trademark registration and protection regime, shall be issued the KENAS Symbol only for use.

4.2.13 The Combined Mark shall only be used by KENAS Accredited CABs domiciled in countries that have signed the Madrid Protocol.

4.2.14 A CAB shall not allow its customers to use the KENAS Symbol and/or the Combined Mark.

4.2.15 Accredited CABs may incorporate statements concerning their accreditation in publicity and/or advertising materials.

4.3 Accredited versus Non-Accredited Work

When a client requests the performance of work that appears on an organization's Schedule of accreditation, the work must be performed in accordance with all of the KENAS requirements for accreditation, whether or not the KENAS Symbol or Combined Marks is used on the resulting report or certificate.

4.4 Misuse of the Marks or Accredited Status Reference

4.4.1 Upon suspension or termination of accreditation, a KENAS Accredited organization must immediately cease to issue reports, and certificates displaying the KENAS Symbol or Combined Marks and shall cease publishing documents (including advertisements, websites, etc.) containing the KENAS Symbol, Combined Marks or reference to KENAS accreditation.

4.4.2 KENAS Symbol or Combined Mark or accreditation claim shall not be used in any manner which gives the impression that KENAS accepts responsibility for any results, or for any opinions or interpretations derived from those results, or that KENAS approves of any product or item tested, calibrated, inspected, certified or produced.

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4.4.3 The KENAS Symbol or Combined Mark may be displayed on all certificates and reports that contain results from activities that have been carried out within the accredited scope.

4.4.4 There shall be nothing in the reports, certificates or in any attachments or other materials which implies or may lead any user of the results or any interested party to believe that the work is accredited when it is not.

4.5 Opinions and Interpretations

4.5.1 Where statements of opinions and interpretations are included on an organization's endorsed report or certificate, such statements must be based on results from work for which the organization is accredited; otherwise the accredited organization is required to include a disclaimer such as the following in the certificate or report: "The opinions/interpretations identified/expressed in this report are outside the accredited scope of this organization's"

4.6 Outsourced Activities

4.6.1 If the final report or certificate contains only results of an outsourced activity, a KENAS accredited organization may include the results in its endorsed reports or certificates (i.e., containing the KENAS Symbol or Combined Mark) and may portray the results as being "accredited" only if:

a) The outsourced entity is accredited for the work in question by KENAS or an ILAC/IAF recognized MRA/MLA signatory and submitted their results on an endorsed report or certificate to the contracting organization; and
b) The accredited organization has informed the client in writing of the proposed outsourcing and has obtained prior approval as required by the accreditation status; and
c) The outsourced work appears on the organization's own Schedule of Accreditation ; and
d) The accredited organization has obtained approval from their outsourced entity to report excerpts from the outsourced entity's report or certificate (where relevant); and
e) The outsourced activity results are clearly and unambiguously identified as such on the final certificate or report issued to the customer.

4.6.2 If the final report or certificate contains only results of the outsourced work and this activity is not covered by the KENAS accredited organization's Schedule of Accreditation, the final report shall not include the KENAS Symbol or Combined Mark and shall not imply KENAS accreditation for the work done.

4.6.3 If the final report or certificate contains only results of the outsourced work and the outsourced entity is not accredited by KENAS or an ILAC / IAF recognized MRA / MLA signatory for the work performed, the final report shall not include the KENAS

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Symbol or Combined Mark and shall not imply KENAS accreditation for the work done.

5 Associated Documents

Ref	Document Identifier	Document Title
1.	ILAC P8	ILAC MRA – Supplementary requirements and Guidelines for the use of Accreditation Symbols and for Claims of Accreditation Status by Accredited Laboratories and Inspection Bodies
2.	ILAC R7	Rules for the use of the ILAC MRA Mark
3.	ILAC R4	Use of the ILAC Logo and Tagline
4.	IAF ML2	General Principles on the use of the IAF MLA Mark
5.	QMM-PR-01	Control of documents
6.	QMM-PR-02	Records management
7.	AG-01	Accreditation Agreement

6 Revision/Amendment Records

Date	Version	Revised by	Reason for Revision
12/07/2023	01	Accreditation Team	Newly developed
31/10/2024	02	LCS	• Change in title of the document from *Policy on Use of KENAS Marks, Combined Marks and Reference* to Accredited Status to *Policy on the Use of KENAS Symbol, Combined Marks and Reference to Accredited Status* • Change of Reviewer and Compliance in the Clause 1.3 on Roles and Responsibilities • Addition and amendments of Clause 3.1 Acronyms and Abbreviations • Addition and amendments of Clause 3.2 Definition of Terms • The review of the Policy to not include the guidelines on the use of the KENAS symbol, Combined

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Date	Version	Revised by	Reason for Revision
			Marks and Reference to accreditation status – ACC-CD-40 developed to include these guidelines.

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