

BIM CQA LOGO MANAGEMENT



Purpose

This procedure outlines how the BIM CQA Logo is issued to certified clients and how its use is monitored and policed.

1. Method

Application

Certified BIM CQA Clients must apply to the Certification Body to request use of the BIM CQA Logo via email. The Client will then become a Logo Licensee and must abide by a License Agreement. The BIM CQA Logo and/or Claim can be used **only** in connection with products originating from Certified BIM CQA Farms and Processing Units.

All uses of the BIM CQA Logo and/or Claim on Packaging and Marketing Materials (such as advertisements, packaging, web pages, collateral materials, POS materials, and video footage) must be reviewed and approved by the CB's CQA Scheme

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Administrator in advance of printing, publishing. The CB will explain the type and extent of use of the Logo to the Applicant.

1.1. Percentage of Certified Product

The CQA Scheme Requires that at least 95% of the total seafood ingredient within a product is of certified origin in order for the scheme's logo to be utilised, prior to application. Where there is less than 95% of certified material used, the percentage of certified product must be stated and the CQA logo cannot be utilised.

2. Monitoring

The relevant CB will be responsible for monitoring the use of the BIM CQA Logo during audits. The CB will record the type and extent of use of the BIM CQA Logo. The CB will report any misuse of the BIM CQA Logo to the BIM CQA Programme Lead.

The BIM CQA Programme Lead will routinely check retail establishments in market areas where the Logo is being used.

The Licensee shall promptly notify the CB in writing if it decides to discontinue use of the BIM CQA Logo. Subject to strict compliance with these Terms and Conditions, the Licensee may resume use of the BIM CQA Logo upon written notice to the CB.

3. Corrective Actions

Any unauthorised or improper use of the BIM CQA Logo by Licensee will constitute a breach of the License Terms and Conditions and a violation of BIM CQA Trademark Rights.

Upon any such breach or violation, Licensee will immediately cease use, distribution or display of any materials or packaging in breach of these Terms and Conditions, and BIM reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the BIM CQA Logo.

The CB will be responsible for liaising with the Licensee until the use of the BIM CQA Logo is corrected or the use of the Logo is discontinued. The BIM CQA Programme

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Lead shall be briefed of any such breach or violation by the CB.

4. Reports

The BIM CQA Programme Lead shall be updated yearly by the CB regarding:

- 1. Number of active licensees**
- 2. Any Complaint / Corrective Action Records**

AMENDMENT LOG

DATE	ISSUE	AMENDMENT	AUTHORISED BY
22/08/2017	1	Clarify the primary responsibility of the CB in Logo management.	Vera Flynn

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