



POLICY FOR THE USE OF CERTIFICATION MARK

The CeHA's Certification mark/logo is a registered trademark and acts as an indication that a certain product is produced under a Halaal Food Management System (HFMS) that is certified by CeHA.

- It should always be used with a unique logo traceability code, which is assigned to all certified facilities.
- Only Halaal certified clients that hold a valid certificate of conformity may use the Certification mark / logo.
- The Certification mark may only be used for products that have been identified in the scope of Halaal Certificate.
- Usage of the CeHA Certification mark on the packaging/labelling of certified products must be approved by CeHA prior to use.
- The Certification mark can be used along with other certifications, logos or trade Certification marks.
- The Certification mark cannot be used along with Non-Muslim Halaal Certification Bodies Mark.
- This mark shall not be used for product(s) service(s) and management system or on product packaging seen by the consumer or in any other way that may be interpreted as denoting product conformity.
- Halaal certificate owners who failed to renew their Halaal certificates will not be allowed to use the Halaal mark at all.
- Products that are not yet Halaal certified, will not be allowed to use the Halaal mark at all.
- There should be no misleading claims regarding the meaning of the Certification mark.
- There shall be no ambiguity, in the mark or accompanying text, as to what has been certified.
- Any packaging bearing a product name, picture or serving suggestion which has a connotation with Haraam e.g. pork, wine (KHAMER), ham, bacon, streaky crackle, sherry, cognac, brandy, whisky, rum & raisin, pork spice, dog etc. shall not carry the CeHA Halaal mark/logo.
- It is imperative that all draft artwork bearing the CeHA logo be signed off by CeHA offices prior to print.
- A CLIENT shall upon suspension immediately cease to use packaging material, labels, marketing/promotional material bearing the mark or full-text reference to CeHA certification, as well as any document directly related to CeHA certification. This is also valid for suspension of limited parts of the certification scope.
- This policy constitutes that in the above-mentioned circumstances, CeHA reserves the right to take legal actions (as per Law of the Land).

Approved By: _____

CEO

Center for Halal Assurance - CeHA