

Procedure 6: Logo Management and Market Surveillance

Certified Seafood International (CSI) Certification Program

Fully Aligned to ISO 17065



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1. Purpose

This procedure outlines the policies and processes governing the use of the CSI logo and claims by certified CoC clients. There are three logos available, the Certified Seafood International logo showing origin, the Certified Seafood International non-origin logo, and a logo with "CSI" only . All require approval before use. The oversight and monitoring of products represented as certified are intended to instill confidence in purchasers that only certified products will be claimed as having met the requirements of the CSI Certification Program.

2. Method

2.1 Application

Certified CoC clients must submit an application to the CSI Vice President, Program and Standards or designee, for use of the logos. CoC clients must agree to the Terms and Conditions for Use of the logos and Claims (hereafter, the "T&C").

The logos, or claims of certification under the CSI Program, can be used only in connection with catch from a fishery independently certified under the Program expressly identified in the Chain of Custody Certificate. Proof of Chain of Custody Certificate number must be provided to the within the application.

All claims of products as Certified and uses of the logos on packaging and marketing materials (such as advertisements, packaging, web pages, collateral materials, point of sale materials, and video footage) must be reviewed and approved by CSI Vice President, Program and Standards, or designee.

Example of claims:

"This product comes from a (can name the species) fishery that has been independently certified to Certified Seafood International (CSI) Certification Program."

"This product comes from a (can name the species) fishery that has been independently certified as responsibly managed."

The process for approval of shall be:

The Certification Body must confirm Client's certification by providing the CSI Vice President, Program and Standards, or designee, copies of the CoC Certificate and its Annex;

- a) CSI staff will provide the Client with the Logo and Brandmark Standards and T&C;
- b) The Client must provide CSI with signed T&C;
- c) upon receipt of the signed T&C, CSI provide the Client a countersigned copy of the T&C and low-resolution CSI logo images for use by the Client to develop draft packaging designs for approval;
- d) The Client will provide with CSI with proposed packaging designs for review for compliance with the Logo Guidelines and T&C;
- e) Upon approval of packaging designs, CSI will send a hi- resolution version of the logo for use by the Client as proposed in the Client's packaging designs and confirm to the Client that its use of the packaging designs has been approved and that the Client has been added to the list of certified suppliers.

CSI will retain copies of all documents and materials used in the approval process.

2.2 [Market Surveillance](#)

2.2.1 [Client Site](#)

The relevant Certification Body will be responsible for monitoring the use of the logo during all site visits. The Certification Body will record the type of use and extent of the use of the logo. The Certification Body will report any misuse of the Logo to the CSI Vice President, Program and Standards [Market Sites](#)

On a quarterly basis, through contracted market surveillance assessors or Overseas Marketing Representatives (OMRs), CSI staff, or designee, will check retail establishments in market areas where the logo is being used to ensure that the use is compliant with the T&Cs. The OMRs or assessor will randomly check products in relevant retail stores and make a report on the correct or incorrect use of the logo to the CSI Vice President, Program and Standards

2.3 [Discontinued Use](#)

The Client shall promptly advise the CSI Vice President, Program and Standards in writing if it decides to discontinue use of the logo. A Client may resume use of the logo upon written notice to the CSC, provided that the use is in compliance with the T&Cs.

2.4 [Sanctions](#)

Any reported, or discovered unauthorized or improper use of the logo by a Client will constitute a breach of the T&C and a violation of CSI's trademark rights.

Upon notice of any such breach or violation, the Client will immediately cease use, distribution or display of any products, materials or packaging in breach of the T&Cs, and CSI reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the logo.

CSI Vice President, Program and Standards, or designee will be responsible for liaising with the Client to correct the improper use of the logo. These actions are in addition to any follow-up actions that may be required by the Certification Body regarding non-conformities arising as a result of improper use of the logo.

Any significant misuse of T&C or use of the logo by a non-certified CoC Client will be reported to and managed by the CSI.