




## GENERAL REQUERIMENTS

### TECHNICAL NOTE OF USE OF LICENSE, CERTIFICATE & MARK OF HFQ

Code: HFQ-4.1-P02  
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## PROPERTY AND GUARANTY BRAND HFQ

### 1. Introduction


This Technical Note describes the specific requirements that HFQ applies in the reference to the certification and use of the Halal Guaranty Brand, following the requirements:

### 2. Definitions

- **Brand.** An approved brand that is granted to the Halal product/ service or management system which comply with HFQ standard.
- **Recall.** The recall action of a dangerous product due to misuse of the brand produced by a misuser, responsible for making the product available, withdraws the products from users, markets or distribution sites and returns them to the factory or other place acceptable to take corrective action.
- **Misuser.** Any person, organization or other corporate body that has misused the brand of conformity whether or not the product is suitable to bear the brand.
- **Producer Of a Subsequently Hazardous Product (POSHP).** Any person, organization or other corporate body that has been complying with all requirements of HFQ, has properly applied the brand of conformity of the products involved but has learned that the products has been found to be "Hazardous".
- **Hazardous.** With respect to a manufactured product, means exposing life, limb or property to dangerous or imminently dangerous conditions. A Hazardous product is considered to exist if the quantity of products involved is such as to constitute an unacceptable percentage, and there is either:
  - An unsafe construction, or,
  - The product is gaining widespread use in application not foreseen when the standard was written, such applications in turn being ones for which the product was not certified
  - Loss of Halal nature of the certified product(s).
- **Corrective action.** This is an action requested of the misuser of a Producer Of Subsequently Hazardous Product "POSHP" or other party responsible for making the product available as considered appropriate by HFQ to eliminate the consequences of the misuse and to remove the hazard as far as necessary and practically possible.
- **Label:** Any written or printed information or pictorial mark on the label related to the food product or its nutritional properties, the nature or preparation or consumption, or any of its components, or any other property.
- **Halal Control Points:** A step in the food production process where preventive measures can be applied to prevent, reduce or eliminate the danger of the halal nature of the product.
- **Traceability.** The ability to track the movement of a food product and its ingredients through all steps of the supply chain, both forward and backward. Traceability implies documenting and linking the chain of production, processing and distribution of food products and ingredients.

### 3. HFQ Customer Directory

HFQ has a database with all the customer data, with its validity, scope and restrictions. Through your request, such information about the status of a given certification can be provided.

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HFQ has the relevant information of all the products marketed under the HFQ seal of the companies, where it will be requested: labelling, technical data sheets, formulations. These documents will be included in the client's Folder.

#### 4. Certification reference

The company can refer to the certification of HFQ, as long as the company meets the requirements of the certification body when referring to the status of its certification:

- Do not make any misleading statements concerning your certification,
- Do not use or permit the misleading use of any certification document, in whole or in part,
- Stop of all advertising that refers to the certification, in case of withdrawing its certification.
- Modify all the advertising in case of reduction of the scope of certification,
- Does not imply that certification applies to activities and sites beyond the scope of certification
- Do not use the certification in a way that discredits the certification body and / or certification system and loses public confidence.


#### 5. Use of HFQ Brand



If the client is going to make use of the guaranty brand of HFQ in their products, and business documents, such as brochures, advertising, invoices, technical sheets, stationery, this must meet the following specifications:

- The dimensions of the Mark can be extended or reduced, as long as the **proportions** are **preserved**. The **colors** of the logo are specified below. Not change the original specifications of the mark.
- For web pages is not a mandatory to put the number and number certificate, but the company shall put the logo in colour.
- The HFQ logo may not be used in any publicity/advertisements/websites/billboards/posters etc. together with another image / slogan / icon / brand that violates Halal principles, such as being together with pork products or alcoholic beverages.
- Certification No. provided by HFQ, must be legible.
- Muslim customer service number +34 961 039 443.
- The guaranty brand of HFQ must be printed clearly, on all Halal certified products, and labelled on its packaging, always with the prior authorization of HFQ. In case of **meat industry (mainly slaughterhouses and the processed meat products)** the guaranty of HFQ **cannot be printed** on packaging, HFQ will provide labels with stickers to the companies which can be used only by the supervisor authorized by HFQ.
- Halal certified products in which the HFQ logo is used, only the HFQ logo may appear as a guarantee brand. On the same product there cannot be a different Halal logo from a different Halal certification body. On the web pages neither.
- In meat products, it must be specified "without stunning / without mechanical sacrifice"
- Labelling of products and adjacent explanatory statements must be in Arabic. All information provided in another language will be identical to that written in Arabic.
- The halal mark/certificate for certified halal services should be exhibited only at the entrance of the establishment which has been certified.

The Brand must be printed as the ones shown below:

<b>Colour Brand</b> Pantone Colors: Black, White, Green, and Yellow Green 7739c y 586c	<b>Grey Brand</b> Pantone Colors: Black, White, 888b8d y d0d0ce
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 <b>HFQ-XXX/AA/PR</b> Consumer phone: ☎ +34961039443	 <b>HFQ-XXX/AA/PR</b> Consumer phone: ☎ +34961039443
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If you have any doubt about the correct use of the HFQ Brand, you can contact [info@halalfoodquality.es](mailto:info@halalfoodquality.es), [admin@halalfoodquality.es](mailto:admin@halalfoodquality.es).

## 6. Prohibitions on the use of the HFQ Brand

They are **not** authorized to use the HFQ guaranty brand in any of the following cases:

- Companies in the process of certification by HFQ,
- Companies not certified by HFQ,
- Customers or suppliers of companies certified by HFQ,
- When the client has lost certification, either by withdrawal, or cancellation,
- When the client is in partial or total suspension of the certification, he will not be able to use the brand in those products that are affected by the suspension,
- Brand use in products not included in the scope of certification,
- The HFQ brand may never be used for reports or laboratory test, calibration or inspection certificates.
- Or in any other case that is inappropriate.

## 7. Systems of control and surveillance of the use of the Brand

The client must demonstrate to HFQ the correct use of the brand, during the verification visits on site. Additionally, there is a control and surveillance system for companies certified with the HFQ Guaranty Brand (**HFQ**), including:

- Unannounced visits to the facilities and sampling
- Sampling plan for product certified in the market,
- Review of Web pages of certified clients,
- Meeting with Muslim consumers association to share information about the use of Halal Brand.
- General research of bad use of HFQ logo by non-authorized third-parties (restaurants, factories, companies, hotels, webpages..)

## 8. Use of brand by customers of Companies certified by HFQ

In some cases, the company certified halal by HFQ could manufacture products halal for other companies. or Brands. In this case, the company shall fulfill the next requirements:

- The company must have an agreement signed with its client, in which it undertakes to respect all the points mentioned in the correct use of the HFQ brand. Likewise, it cannot be used in other products not manufactured in the certified plant.
- The packaging or label of the product that goes with the HFQ logo must include at least the sanitary registration and the country of origin.
- The company certified with HFQ, may only use the logo for its clients or other brands on those products included in the scope of the certification and that the entire production process has been carried out in the halal certified plant.



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- Labels must always be validated by the HFQ team before being issued.

#### 9. Types of Breach/Misuse of certification license

- Claiming the ownership of Certification mark of Conformity.
- Use of HFQ Mark of Conformity for other than the certified client exclusively authorized and mentioned in certification agreement and approved for certification.
- The customer cannot fulfil the certification terms of the certified product effectiveness terms, constantly or severely
- Products or services for which the license is granted are not meeting the applicable standards or requirements. Usage of certification mark is not handled with extra care and attention.
- Refusal of client to comply with monitoring and supervision rules and the frequency of the necessary re-certification audits to be performed.
- Use of Mark of conformity does not fully comply with requirements for the use of 3rd party marks available in ISO/IEC 17030.
- Breaching the general rules for the applicable certification scheme and all applicable related standards shall apply to the use of Certification mark.
- If the products (for which the license is granted) are found not to be always produced under the same conditions to meet the specifications and quality of the samples tested by HFQ and deemed to not conform with applicable standards.
- Printing of certification mark is not performed within exactly the same presentation specified (size, colors & dimensions).
- Not using materials assuring the accurate and sharp production of the mark while printing the certification mark
- Not abiding by the rules mentioned in certification agreement initially signed by client prior to certification process, where client declares of fully understanding the requirements, terms and conditions, usage policy of safeguarding HFQ Certification mark and commit to fully comply with them and not to make any statement or act in any way that may be considered misleading.
- Misuse of the conformity mark during the Promotional and marketing purposes (either constant: brochures, letterheads, flyers, website, etc, or variant events: exhibitions, etc)
- Un-authorized use of the certification mark on products not approved to bear the mark.
- Violating one of the requirements available in ISO 17030, ISO guide 23, ISO Guide 27.
- Certified products bearing unauthorized form of the mark
- Certified product is in violation of HFQ policies under which the product was tested and certified

#### 10. Rights and obligations

##### a. Obligations

- Companies certified by HFQ will only use the Halal Guaranty seal on those covered products and where this regulation is rigorously applied.
- The certificate holder is responsible for compliance with the Regulations of the "HFQ" Guaranty Brand.
- The inspectors of HFQ may disqualify products or productions at any stage of development, production or commercialization if they find disagreements with respect to this regulation and the agreements established with HFQ, the same products will be marked as "product DISQUALIFIED by HFQ". These products or services may not be marketed under the HFQ brand.
- The taking of sample and the subsequent analysis, in the necessary cases, and the expenses derived will be on account of the certified company.
- HFQ reserves the right to implement visual supervisors, security cameras or any other measure it deems appropriate in order to improve the inspection and control of Halal production or processing.



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- All companies must keep control books on production, processing, and input of raw materials and outputs of processed products covered by the certification.

#### b. Rights:

- If the operator wishes to file a claim or appeal against the HFQ, he must follow the claims and appeals procedure of the HFQ
- Any information provided by the operator to the HFQ certification entity will be confidential. The information or documentation associated with an evaluation process will not be transmitted to third parties without the express authorization of the operator.

### 11. Management of incidents

- a. Those breaches of the conditions established in these General Regulations or in the Technical Regulations that do not directly affect the Halal condition, the quality or the safety of the product / service marketed with the Brand will be considered **MILD** infractions. In general, they correspond to administrative faults, defects in updating the information with HFQ.

b. **SERIOUS** infractions will be considered:

- The reiteration of MILD infractions and, in general, all breaches that, with or without fraud, are harmful to the good public image of the HFQ Guaranty Brand.
- The breaches of the conditions established in this General Regulation or in the Technical Regulations that, with or without fraud, indirectly affect the quality or safety of the products marketed with the Brand. In general, this criterion corresponds to the breach of the requirements of the Technical Regulations considered as "important".
- The systematic repetition of minor infractions.
- Any action by a registered company that may indirectly entail a risk to the image of the Brand.

c. They will be considered **VERY SERIOUS** infractions:

- Non-compliance with the conditions established in these General Regulations or in the Technical Regulations that, with or without intent, directly affect the quality or safety of the products marketed under the HFQ Brand. In general, this criterion corresponds to non-compliance with the protocol requirements considered "very important".
- The repetition of any serious infraction.
- Failure to comply with the contractual conditions established in the certification contract or in the license for the use of the HFQ Brand.
- Any action by a registered company that results or could directly result in material damage to the HFQ Brand.

### 12. Corrective action taken by HFQ

**HFQ** will take strong corrective actions when our mark is counterfeited and applied without any form of contract agreement. The action that can be taken depends in part upon the laws of the country in which the counterfeiting and misuse have occurred.

#### a. Conditions

HFQ will require a misuser to take a corrective action whenever the brand of conformity has been affixed to a product that is hazardous, is not authorized to bear the brand of conformity, bear an unauthorized form of brand of conformity or is in violation of the certification agreement.

When either a report of misuse of a mark of conformity or of a hazard involved with a product bearing the mark of conformity is received by HFQ, the validity of the report will be investigated. Where it's established that misuse has occurred, HFQ will determine the scope of misuse, including products, product codes and batch numbers, factory production





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facilities, production runs, quantities involved, and any other data needed to investigate the misuse.

#### b. Corrective actions

i. The types of corrective action could be one or more of the following:

- Notification by the certification body of parties authorized and responsible for instituting a recall when, the opinion of the body, such recall is necessary to protect the public, and to permit implementation of action.
- Removing the brand of conformity from the products.
- Rebuilding the products so that it complies with HFQ certification requirements.
- Scrapping or suitably replacing a returned product because it is not practicable either to remove the mark of conformity or to rebuild the product so that it complies with the governing certification requirements
- Where a hazardous condition exists and it is not practical to implement the above points, a notice to the general public about the hazard should be issued or action taken consistent with other national legislation.

ii. **Choice of action against the misuser.** The type of corrective action to be taken will be influenced by the nature of the misuse and its subsequent consequences. When the brand of conformity has been used but not under contract or not in compliance with the contract, legal proceedings might result in a court of law deciding what the corrective action will be.

iii. **Timing of the corrective action.** HFQ will initiate corrective action immediately provided there is a misuser to be held responsible for such actions or a POSHP.

When the facts are concluded and corrective action is indicated but there is no misuser or POSHP to be held responsible (e.g., bankrupt company), or the product in question has not been produced for a number of years and is no longer available in the marketplace, HFQ will obtain advice from legal counsel and notify appropriate governmental, regulatory and public bodies.

#### c. Initiating corrective action with misuser

When there is a conclusive proof that a product is hazardous or is involved in misuse of the mark of conformity, an action should be initiated by HFQ. In such instances, the misuse of the mark and, when appropriate, the regulatory authorities shall be notified immediately by telephone or email of the problem, and authorization to apply the mark of conformity to the involved product shall be suspended.

In the case of a hazardous product bearing the brand of conformity, the certification body shall inform to the misuse of the need to take appropriate action, advising of the hazard too. The initial notification to the misuser should always be confirmed in writing by registered letter (**HFQ-8-F02 Communications**) with copies to the appropriate regulatory authorities and/or other bodies when relevant. It shall include:

- The reasons for the corrective action
- Any hazardous conditions that may exist,
- The actions to be taken by the misuser to resolve the problem
- A statement covering the action to be taken to ensure that the mark of conformity is not applied to ineligible products.

The person responsible for carrying out the communications to the misuser companies will be PR Manager.

**If by the deadline of 5 working days HFQ receives reply to the communication together with the evidence to corrective actions taken by the company,** HFQ will check that these actions have been properly implemented. In the case that the actions taken have been effective, HFQ will proceed to close the process.

#### d. Completing a successful corrective action



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Once the corrective action has been resolved, all recipients of the corrective action shall be informed that the suspension imposed upon the misuser has been lifted and that authorization to use the mark of conformity, the corrective action taken by the misuser, and when applicable, description of the new marking required to distinguish the product in its corrected stat from its previous unacceptable condition. Certification records shall be reviewed to include any modification necessitated by the corrective action.

HFQ will carry out an audit of its own approval and surveillance duties to determine whether part of the misuse is due to a weakness in its own organization and of its procedures to determine the means whereby the approval and surveillance responsibilities of HFQ, can be altered to ensure so far, a realistic to do so that such misuse of the brand cannot be repeated.

#### e. Degree of corrective action

**HFQ** will ask for the corrective action to be taken on 100% of the particular product involved. If this can't be achieved due to the product has been on the market for a considerable time, some actions have to be taken by the misuser;

- Make a proper public announcement when asked to do so;
- The products in the marketplace and distribution sites have been recalled, rebuilt, replaced or destroyed under supervision, or other corrections thereto made as required to the maximum degree feasible;
- The misuser has agreed to continue the required corrective action on units which are in the possession of the user until HFQ, is satisfied that the maximum practical result has been achieved, and,
- Such necessary steps have been instituted in the manufacturing process to obviate the production of products which sill again requires similar corrective actions.

#### f. Refusal to take corrective action

When a misuser refuses to take the corrective action, HFQ will automatically cancel the certification contract. Regulatory authorities involved and other bodies (when relevant), shall be informed that the misuser has refused to take corrective action.

If the company has not reply to the communication together with the evidence to corrective actions, or, the suggested and implemented by the company's actions are ineffective, **it communicates the company and proceeds to send a Burofax to request this information within a maximum period of 10 days.**


If the customer answers this Burofax within these 10 days with the actions taken, HFQ proceeds to evaluate them to see if they are effective and proportionate. In the case that HFQ evaluate that the actions are correct, HFQ will proceeds to close the process. Otherwise, it will contact legal services HFQ to proceed to arrange a judicial administrative proceeding.

HFQ reserves the right to publish on its website or the most appropriate news media any incorrect, abusive or fraudulent use of the mark.

In the unlikely event that the POSHP refused to take corrective action, discussions with the concerned regulatory authorities and legal counsel should be held to decide upon a course of action. In addition to action that regulatory authorities might take, some possible courses of action open to the certification body would include:

- Obtaining a rapid revision, the standard to eliminate the hazard and requiring all certified products of the type involved to meet the new criteria at an early date following publication of the revision to the standard,
- And notifying the public of the discovered hazard via the most appropriate news media.



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### 13. Related Documents

*HFQ-4.1.SD02: Brand Commercial Register*  
*HFQ-4.1-F02: Product Brand Surveillance*  
*HFQ-7.8-F01: Directory of certified Products*  
*HFQ-7.11-F02: List of Withdrawall Certificates*  
*HFQ-7.1-P02: Halal Certification Procedure*  
*HFQ-7.9-P01: Post Certification Procedure*  
*HFQ-8-F02: Communication*

### 14. References

**GSO 2055-1** Halal products: part one: general requirements for halal foods  
**SMIIC 1** General requirements for halal products  
**SMIIC 2** General Requirements for Halal Certification Bodies  
**GSO 2055-2** Halal Products: Part Two: General Requirements for Halal Certification Bodies,  
**GSO 9** Labeling of prepackaged foods,  
**ISO / IEC 17021-1** Conformity assessment: requirements for the bodies that carry out the audit and certification of management systems.  
**ISO / IEC 17065** Conformity assessment: requirements for organizations that certify products, processes and services.  
**Guide ISO / IEC 23** Methods to indicate conformance to standards for third party certification schemes.  
**ISO / IEC 17030** General requirements for the conformity of third-party trademarks.  
**Guide ISO / IEC 27** Guidelines for the corrective actions to be taken by a certification body in case of improper use of its mark of conformity.