This Regulation applies to the ECM Voluntary Mark for Product Certification, hereinafter referred to as "Mark", and specifies in detail the terms and conditions for which it is possible to request and obtain the release of the Mark and the authorization for its use.

The Mark is issued to all organizations, whether established in the European Economic Area, or non-EU, without any discrimination.

The release process of the Mark includes a document review; a positive assessment of the evaluator at the end of the document review is not a guarantee of release of the Mark. It refers to the final decision of the division manager to grant the mark. Only after having obtained that, the use of the Mark is allowed.

Scope of the Mark

Scope of the issuance of the Mark it is to give evidence (with an appropriate level of confidence) that the product meets the standard(s) or technical specifications. This purpose is achieved by means of an evaluation of the Technical Documentation, conducted prior to the issuance of the Mark. ECM not assume and can not assume any obligation to a positive outcome of that assessment and, consequently, to issue the relevant certification.
The products object of the Mark and the standards to be applied for the relevant conformity assessment, they must take into account the following constraints:
- The Mark may be issued only for products manufactured in series;
- The use of specific techniques in place of the standard should be restricted to cases where it is not available an appropriate national standard or international; those technical specifications must still be approved on the basis of a broad consensus (these specifications will be the final draft of standardization bodies.).

GENERAL INFORMATION

This Regulation, approved by the Board of Ente Certificazione Macchine (hereafter "ECM"), sets out the procedure that is applied by ECM for issuing the Mark, with related usage rules of the Mark itself.
For products object of the release of the Mark it has to be retained valid what reported in the successive paragraph.

The Mark may only be used for advertising and promotional purposes and can not in any way refer to the product's compliance with national laws, international laws, directives and regulations.

In particular, all the promotional literature, including what is published on the Internet, will indicate the voluntary aspect of the Mark.

The documents released by ECM cannot be reproduced, whether in part or in such a way that could cause the consumer to assume the final product conforms to any applicable mandatory legislation.

The documents released by ECM may be cited only with the exact wording and in full form, including the date of issue.

An applicant who obtained the mark (hereinafter identified with Holder) therefore has the right to use the mark under the conditions and within the rules mentioned in this document. This right shall lapse on the expiration of the voluntary certificate.

The mark is a registered trademark and cannot be changed either in form or in content. Its dimensions can be varied, keeping the proportions and colours. No logo or brand can be added, if this can cause misinterpretation or misunderstanding of the meaning and use. Specifically, the use of the Mark, if joined the CE mark, must not be larger than the latter. Similarly the mark, flanked to the logo of the holder of the mark, must be smaller than the latter.

The Holder of the mark or the employee/employees may not use the mark in such a way to induce an understanding of an equal partnership with ECM itself. The role of the third party of ECM must not be affected by the use of the mark.

1 PURPOSE AND FIELD OF APPLICATION

The purpose of the following document is to define the relationship between ECM, which is an independent party and the organization of its own clients as regards to the Certificate of Compliance of the Mark. To establish the rights, the duties of EMC and of the applicant regarding the MARK procedures, the management of the non-compliance, to the management of claims and appeals, to management of legislation requirements applied with impartiality and absence of discrimination.

2 TERMS AND DEFINITIONS

MARK: is the formal expression of the results of an evaluation of the Documentation addressed to demonstrate the Compliance to the requirements of the listed Standard(s).

3 DISTRIBUTION

The following rules are available to those concerned, on the web site www.entecerma.it; it is ECM's responsibility to make available on the web site the updated version of the present regulation.
They are an integral part of the present Regulation the operative procedure specific for every Directive given by the Organism, available on request.

4 VALIDITY AND RENEWAL OF THE CERTIFICATION

The issued MARK validity is specified at the bottom. The MARK has a three (3) years validity, in case of product's modifications the MARK becomes immediately void.

The expiry date of the MARK is reported at the bottom of the same.. When the expiry date has been reached the client has the power to choose to maintain the MARK or terminate them. On the basis of the decision of the client the following conditions can be established:

- Terms of MARK: a client, not intending to maintain active the MARK, is obliged to remove every reference to the MARK.

Renewal of the MARK: in order to renew the validity of the MARK, if permitted by the reference standard, it is necessary to carry out a new evaluation.

5 RENOUNCING, SUSPENDING AND ANNULMENT OF THE CERTIFICATION

5.1 RENOUNCING

In any moment the Holder can ask to renounce to the MARK,, by means of a written request.

5.2 SUSPENDING

A MARK can be suspended in front of situations that can compromise the compliance to the pertinent standard, or by decision of the MARK committee, for example, for the following reasons:

- The making of a product with a lack of respect of the essential requirements to the pertinent guidelines;
- The making of a product with characteristics dissimilar from the approved type;
- Claim from the field and/or intervention on behalf of the regulation authorities due to non- compliance of the product to the essential requirements of safety to pertinent standards
- Lack of communication of any modifications made to the product/processes or management systems;
- Lack of communication of any variations of the company name or change of company location;
- Variation of the requirements in relation to the modifications of the mandatory legislation (taking into account adequate times dictated by the same).

6 COMPLAINTS, APPEALS AND PROTESTS

6.1 INTRODUCTION

The following is stated beforehand:

- *Complaint*: display of dissatisfaction, both verbally, and written, on behalf of the subjects having title (direct clients, indirect clients, Public Authorities) regarding services provided by ECM and, in general, the work of the same;
- *Appeals*: formal appeal, on behalf of the subject, having specific causes, through decisions taken or evaluation expressed by ECM;
- *Protests*: access, on behalf of the Subject having cause above, to proceed legally to protect its rights and interests regarded damaging by the conduct of ECM.

6.2 COMPLAINTS

ECM takes into consideration written complaints or verbal from the client or other interested parties. The complaints in anonymous form, even if written, are not taken into consideration.

The technical management department will analyse the complaint in order to establish whether or not it is unfounded. For unfounded complaints the Technical Management and/or the Sales Management will contact the client in order to inform it of the evaluation and settle the question.
In the case of valid complaints, there are two recognised cases:
If the complaint refers to MARK activities of ECM with an objective administrative inadequacy, procedural and/or ethical, the complaint will be taken on by the Technical management department or by the General Management together with AQ.
The review will be carried out on the basis of the information supplied and accepted by the client and on the internal procedures of ECM. Therefore the necessary corrective measures and arranged adequate preventative actions, where necessary.
The TM will entrust the review of the MARK to a technician/team who have not taken part in the procedure under investigation. The results will be evaluated by the approval committee. In the case of flaws and/or omissions unsolved by the review , the approval committee who will foresee to the suspension of the certification in the correct way and times envisaged by the present regulation.
In the case in which the product shows non-compliance due to defectiveness from the example due to manufacturing process or installation errors (if it is the manufacturers duty), the approval will foresee to the suspension of the MARK.
The Technical Management will send to the client a written communication containing, also the requirements for the corrective measures which must be put into practice and the time checks on site. The claimant can, at any time ask AQ the state of progress of the procedure.
At the end of all the activities foreseen, ECM will inform the claimant of the result of the procedure and agree with all parties involved if in which way the complaint must be made public.
All of the organizations certified by ECM request to maintain a complaints register and that it be available to all the inspectors during the audit phases.

6.3 CLAIMS OR APPEALS

Claims against decisions or acts by ECM must be presented in writing by means of ordinary post, fax or certified email within 15 days from the reception of the act against which one wants to appeal to.
ECM confirms the responsibility of the claim within 5 working days from the reception of the claim, and undertakes the responsibility to supply information on the progress of the procedure, behind a written request. All claims are recorded in an appropriate list and are taken on by the legal representative.
If the claim refers to administrative –economic treatment or procedures considered inappropriate on behalf of the client, the review will be taken on by the Sales Management and by AQ. The acceptance or not of the claim, duly motivated, will be communicated to the legal representative by means of certified post, within 60 days.

If the claim refers to technical procedures, the Technical Management will entrust the review to a technician/team who has not taken part in the procedure under investigation. The results will be evaluated by the approval committee. The legal representative will communicate the result of the approval and therefore acceptance or not of the claim within 90 days.

6.4 CONTROVERSIES

The tribunal of Bologna is exclusively responsible for any controversy.

7 PRIVACY

All deeds (documents, letters, communications etc.) relative to the MARK activities regarding the products belonging to the applicant are considered private.
Access to consultation of the documents of registration are reserved to only those involved in the certification procedure of the applicant in object.

8 RIGTHS AND DUTIES

8.1 DUTIES OF THE ORGANIZATION REQUESTING CERTIFICATION

The organization requesting the MARK must :

- Respect the rules of the present regulations;
- Supply all technical documentation (as foreseen by the attached specifics guideline) relative to the product to be certified, in Italian or in English ;
- Communicate to ECM any modifications on the product which are object of the MARK
- Communicate to ECM any complaints received by the client on the product which is object of the MARK;
- Supply and maintain updated all documentation required by ECM;
- Inform ECM of any change of location, variation of address, opening of new offices and/or branches, change of company name, significant modifications of own work cycles ;
- Adapt to requirements of ECM mentioned in paragraph "advertising and use of certification" of the present regulations ;
- Do not use or allow others to use the MARK document on own behalf, in a misleading way;
- Interrupt the use of all advertising material which makes reference to the MARK, in the case of suspension, revocation or renouncement of the same;
- Amend all advertising material if the application field of the MARK has been reduced;
- Do not allow the belief that the MARK is applicable to products or activities which are outside the field of application of the MARK ;
- Do not use MARK in a way that could damage the reputation of ECM and/or the certification system and compromise public trust;
- Be available for any supplementary verification requests of ECM.
- In the case of expiry or revocation/suspension of the MARK, return it and stop to use reference to the MARK.

8.2 RIGHTS OF THE ORGANIZZATION REQUESTING THE MARK

The organization in possession of the certification:

- Where foreseen can place the MARK on the product (s);

- Can publish the MARK in the way considered appropriate as long as the defined rules are respected and of which are defined in the paragraph "Advertising and use of the MARK" of the present Regulation;
- Can express judgment on the degree of satisfaction and communicate in writing of any claims so ECM can use such information in order to generate improvements of the service supplied;
- Can formulate reservations with respect to the contents of the comments found in the evaluation process of compliance giving written communication to ECM;
- Can ask MARK on any type of support as long as it pays the relative costs.

8.3 RIGHTS AND DUTIES OF ECM

ECM reserves the right to use employees and/or freelance professionals in order to carry out the activities of evaluation of compliance.
The duties of ECM are:

- Keep updated all of the internal management system documentation ;
- Prepare , supply and keep updated a detailed description of MARK activities, including the request for MARK, the evaluation activities, as well as the issuing process, maintain, reduce, revoke the MARK and renewal process;
- Apply the regulations shown in this document to the aspects specifically permitted
- If officially informed, communicate to the competent Authorities (if applicable) cases in which companies, holding the MARK, are involved in legal proceedings on the responsibility of damaging products on safety;
- Reject an application for MARK if a risk of impartiality should be suspected.
- Inform the Supervisory Authority of the market (where pertinent) about the facts and situations that could affect the safety of the consumer because of the use of a MARK product.
- In www.entecerma.it website there is a section that allows to verify the authenticity of the MARK.
- In case ECM should discover a false MARK, ECM itself will publish the document on its website (see "fake certificates" section) and decide whether to report them to the judicial authorities.

THE MARK

The mark consists of a rectangle with rounded edges inside which is the ECM circle, the trademark symbol ® and the claim "Type Approved".

The colour used for all shapes is blue, the background is white, and the two scales are in gray and with the following parameters:

BLUE				GRAY				DARK BLUE			
R	8	C	95	R	178	C	0	R	0	C	100
G	95	M	38	G	178	M	0	G	32	M	67
B	154	Y	0	B	178	Y	0	B	96	Y	0
HTML	085f9a	K	40	HTML	b2b2b2	K	30	HTML	002060	K	62

1) DIFFERENCES BETWEEN THE LOGO AND THE MARK

Although similar, the ECM logo differs from the Mark. On the basis of what is shown above, it is important to emphasize the differences between the two.

In particular, the ECM logo can be used exclusively by Ente Certificazione Macchine srl in its documentation, in its paper and digital publications, whether for advertising or for official and binding purposes.

The mark can be used by the organization to which it was issued.

ECM LOGO	VOLUNTARY MARK

The mark cannot be combined with the ECM logo and with the statement "let's be your partner."

The mark cannot be associated with a slogan of the Holder.

The mark cannot be combined with other logos or trademarks that may alter the meaning or the perception of the end user.

The mark must be used in colour, shape and with the proportions set out in Chapter 2 of this Regulation.

The mark can never be associated with the mark ACCREDIA reserved for organizations certified by an accredited institution.

NEVER


2) HOW AND WHERE THE MARK CAN BE USED

The Mark can be used by the Holder for internal use of their company or for external use.

The Mark, simple in colours and shapes, can be affixed:

➢ On the documentation accompanying the product that received the mark;
➢ On the related advertising of the product that received the mark;
➢ On the material of company presentations for internal use and for sales purposes;
➢ On exhibition stands where the product that received the Mark is presented;
➢ In press releases;
➢ In information campaigns related to the product which obtained the mark, addressed within the company and the sales network.

5) DISCLAIMER

Any other use of the mark does not exist and is not authorized by Ente Certification Machinery Ltd in any way.