



## Policy on Use of FISH Logo and Claims

### 1 Purpose

The purpose of the Use of FISH Logo and Claims policy is to establish rules and guidelines regarding the use of the FISH logo and the claims associated with organizations, fleets and vessels certified against the Fairness, Integrity, Safety and Health (FISH) Standard for Crew (collectively “Certified FISH Standard entities”).

### 2 Rules on Use of Logo and Claims

- As noted in section 10 of the General Provisions of the Fairness, Integrity, Safety and Health (FISH) Standard for Crew version 1.1. (“FISH Standard”), the FISH Standard for Crew certification, logo and claim is intended primarily as a tool for business-to-business communication. As such, there is no provision or licensing arrangement for use of a FISH logo or label on seafood packaging and products.
- Certified FISH Standard entities that meet the FISH Standard and have been awarded a certificate attesting to this fact from an approved Certification Body (as defined in FISH Certification and Accreditation Framework) will be entitled to make the following certified claim:

*“<< name of Certificate Holder >>, comprising the vessel(s) << vessel name(s)>> and operating in << fishery jurisdiction(s)>>, is certified against the Fairness, Integrity, Safety and Health (FISH) Standard for Crew as an organization that meets internationally recognized best practice for ensuring decent working conditions for fishers.”*

- The above claim, along with use of the FISH Logo (Figure 1) and the FISH certification certificate may be used on a Certified FISH Standard entity’s website, in a press release announcing certification, and in communications and materials with other parties in the seafood supply chain in conjunction with the specific unit of

certification and applicable only to activities and entities within the unit of certification.

Figure 1. FISH Logo



- A Certified FISH Standard entity’s use of the claim or logo shall not overstate or mislead anyone relative to the scope of its certification or to its status with regard to its certification
- Certified FISH Standard entities must follow all requirements with regard to use of the certificate, certification mark and certified claim. Any other use of these items is prohibited. Any misuse of the certificate, certification mark, or certified claim may result in immediate withdrawal of the certification by FISH Standard for Crew and the Certified FISH Standard entity must then cease use of these items immediately.
- FISH Standard for Crew owns materials including but not limited to documents, photographs, all versions of the FISH standard, and videos (“FISH Content”). All such ownership rights are protected by copyright laws.
- FISH Standard for Crew recognizes that Certified FISH Standard entities will need a formal chain of custody mechanism to ensure traceability and provide validation of certified claims. The development of a chain of custody mechanism is under way and Certified FISH Standard entities will be informed when a system is in place.

### 3 Roles and Responsibilities

The use of FISH Standard for Crew logo and claim is optional. When a Certified FISH Standard entity chooses to utilize the logo or claim, it shall:

- only use the claim and the FISH logo as permitted in section 2 above
- request and obtain a digital file of the FISH logo from FISH Standard for Crew’s Executive Director
- inform the FISH Standard for Crew staff of any potential improper use of the certified claim or the FISH logo.

FISH Executive Director/staff shall:

- monitor on a regular basis, the use of the certified claim and FISH logo by Certified FISH Standard entities and ensure compliance with the rules for use
- provide the file of FISH logo along with a copy of the Policy of Use of FISH Logo and Claims upon proper request from Certified FISH Standard entities or Certification Bodies seeking to utilize the FISH logo to market FISH Standard for Crew auditing and certification services
- ensure appropriate copyright protection is in place
- address any reports of improper use of FISH logo or claim

Certification Bodies shall:

- inform FISH Standard for Crew staff of all certifications within five (5) days of making a certification decision
- issue a certificate in accordance with section 2.9 of FISH Certification and Accreditation Framework
- inform FISH Standard for Crew staff of any potential improper use of claim or logo
- if choosing to utilize the FISH logo to market FISH Standard for Crew auditing and certification services, request and obtain a digital file of the FISH logo from FISH Standard for Crew's Executive Director.