

# Publicity Policy

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**December 18, 2025**

**Version 1.2**

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## 1.0 Scope

This policy applies to Proficiency Testing Canada (PTC) customers participating in the PTC proficiency testing (PT) program.

## 2.0 Policy

PTC customers will ensure that all advertising and publicity with regards to PT participation with PTC is not misleading and conforms to the requirements set out in this policy document.

## 3.0 Requirements

### 3.1 GENERAL REQUIREMENTS

Use of statements regarding participation in the PTC PT program shall be used:

- In a manner that does not imply accreditation to ISO/IEC 17025; and,
- By a customer only under the name in which it maintains registration for PT with PTC.

Reference to the PTC PT participation may not be part of any promotional endorsement of products or services not covered by their PT registration, or may not be part of a claim of acceptability of data by product certification organizations.

### 3.2 ADVERTISING AND PUBLICITY

Participants that routinely participate in the PTC Proficiency Testing (PT) Program and remain active may claim on their company letterhead and advertisements that they are a participant in the PTC Proficiency Testing Program. However, this claim cannot be made on tests.

Participants shall not duplicate or post copies of PTC Proficiency Testing Reports for marketing or advertising purposes. Participants may, however, provide copies of PTC Proficiency Testing reports if required in response to a request for proposal, bid or quotation. When this occurs, the participant must include all of the report pages.

### 3.3 WEB SITES

Information on web sites must conform to the PTC Publicity Policy.

### 3.4 PTC LOGO

The PTC logo is a registered trademark for use exclusively by PTC and shall not be used by PT participants.

PTC staff shall verify at least 2 times per year that the PTC logo is not being misused by doing an image search.

PTC Logo:



## 4.0 HISTORY OF CHANGES

Date	Rev. No.	Sections	Changes
12/18/2019	1.0		Initial publication
1/19/2022	1.1		Reformatted to be consistent with other documents.
12/18/2025	1.2	3.4	Added control for Logo misuse verification