



Conditions of acceptance for advertising in *ISO Management Systems* magazine

The ISO Central Secretariat (*ISO/CS*) uses the following criteria in deciding which advertisements to accept in *ISO Management Systems*, but reserves the right to reject or withdraw any advertising at any time without having to provide a reason or justification:

1. Advertisers assume full liability and responsibility for any legal claims resulting from advertisements published in *ISO Management Systems* magazine. ISO/CS and the ISO members shall not be liable for any damages or costs associated with the publication of an advertisement, or for failing to publish an advertisement, with the sole limit of the cost for the advertisement, whatever the reason or cause.
2. Acceptance of advertising should not be construed as any type of endorsement by ISO or by any third-party organizations (unless otherwise stated) of the advertisement, the advertiser or the advertiser's organization, system, product or service. ISO expressly disavows any such endorsement, whether implied or otherwise.
3. No advertising will be accepted that the ISO/CS considers could be contrary to the interests of ISO or its members.
4. Advertising may be subject to the advertiser signing a declaration regarding the accuracy of any claims made in the advertisement about the conformity of the product, system or service being advertised to one or more standards. This includes statements that a product or service is "in compliance with", "built to", "meets the requirements of", "conforms to", or "is in conformance with" such and such a standard or standards. Advertisers must be prepared to submit evidence of conformity assessment if such endorsement or approval is mentioned in the advertisement. Questionable advertising will be reviewed before placement. Any acceptance of advertising in *ISO Management Systems* magazine shall not be construed or inferred to mean that ISO or any third-party organization has undertaken or intended to make any determination whatsoever as to the accuracy or quality of any claims made by the advertiser.
5. Advertising may be subject to the advertiser signing a declaration stating that the advertiser is licensed to use the entire contents and subject matter contained in its advertising and collateral information, including: (a) names and/or illustrations; (b) any copyrighted material, trademarks and/or depictions of trademarked goods or services; and (c) any testimonials or endorsements contained in any advertisement.
6. The ISO/CS will not accept advertising that contains derogatory comments about the advertiser's competitors or about a competitor's organization, products, systems or services.
7. The advertiser understands that the ISO name and logo, which are the registered property of the International Organization for Standardization are not to be used in any commercial activities in any manner that would indicate or imply either directly or indirectly, endorsement of the advertiser or of the advertiser's organization, product, system or service by ISO.
8. The ISO/CS will not accept advertising that is discriminatory. Discriminatory grounds include, but are not limited to sex, race, religion, colour, national origin, sexual orientation, age, or physical handicap, or which promotes the use of illegal drugs, alcohol, tobacco or improper behaviour.
9. Acceptance of advertising should be for the number of issues for the magazine agreed upon. There will be no automatic renewal of the advertising conditions.

10. ISO/CS does not guarantee a particular placement for the advertisement except for the inside front cover, the inside back cover and the back cover. ISO/CS will not be liable for errors in the advertisement. In case of errors in essential elements i.e. name of the advertiser and contact information, the only relief available to the advertiser will be the republication of a corrected version of the advertisement in the earliest subsequent issue of the magazine, subject to availability of advertising space.
11. The advertiser accepts ISO privacy policy at <http://www.iso.org/iso/en/xsite/privacy.html>
12. These Conditions are subject to Swiss law. Any dispute, controversy or claim arising under, out of or relating to these Conditions shall be submitted to mediation. If, and to the extent that, any such dispute has not been settled pursuant to the mediation, it shall be referred to and finally determined by arbitration.
13. The advertiser agrees that ISO/CS may: (1) revise the terms and conditions of this Agreement; and/or (2) change part of the services provided under this Agreement at any time. Any such revision or change will be binding and effective 30 days after notification to the advertiser by e-mail. If the advertiser does not agree with any revision to the Agreement, it may terminate the Agreement at any time by providing ISO/CS with notice. Notice of termination will be effective on receipt and processing. Any fees paid by the advertiser if the advertiser terminates the Agreement with us on grounds of change of these conditions will be refunded.