

Award Mark Licence Terms

GSQA-MRK-001 · 2.0 · 2026-10-19

1. Licence prerequisites

A genuine effective decision and necessary publication conditions are required. The licence covers only the listed models, markets, period and channels. It is free of charge and is not certification, recommendation or an exclusive authorisation.

2. Action following status changes

After expiry, suspension, revocation or withdrawal, online product pages and subsequent promotion must not claim current validity; subsequent production packaging must stop the corresponding use. Handle existing stock and materials according to the actual decision and applicable law, adding a clear status statement where necessary.

3. Licence and content rights

The mark must not be transferred, applied to other models or combined with other marks misleadingly. Applicants remain responsible for rights to their own promotional and report content. Links must lead to the genuine current record.

4. Use only within the award scope

The Gold Standard Quality Awards mark may appear on the awarded model's packaging, product page and promotional materials, stating the model and necessary market, record number and validity dates. Do not imply that the entire brand is awarded.

5. Preserve proportions and colours

Use official artwork without stretching, cropping content or changing colours. Do not combine it with symbols that imply government designation, certification or recommendation.

6. Verifiable promotional wording

A statement may identify the specific model as receiving Gold Standard Quality Awards and link its record. Do not expand the meaning through certification, recommendation, first place, best in class or official designation claims.

7. Respond promptly to status changes

After expiry, suspension, revocation or withdrawal, online promotion and subsequent production packaging must stop claiming current validity. Handle stock and existing communications under the decision and applicable law without concealing current status.

8. Records, handling and corrections

Keep the application or case number, specific product and market, version applied, documents and page references, responsible personnel, material dates, reasons and formal notices relevant to this document. Handle personal data and trade secrets under access controls. Questions about a record may be raised through information correction, complaints or review by an entitled applicant. Submission alone does not change an existing decision or licence. The formal notice and current record govern the outcome.

9. Effective date, application and versions

Version 2.0 was published and took effect on 19 October 2026 and applies to relevant matters formally submitted after that date. Retain the original snapshot and rules for existing applications; notify substantive changes separately and apply transitional arrangements. Do not retrospectively add new conditions to historical decisions. Web and downloadable texts must agree. Identify superseded versions and record name or wording corrections separately from substantive amendments.