



'HKHFA Quality Product Seal' Usage Guideline

HKHFA members are implied to agree to the following usage guideline upon using 'HKHFA Quality Product Seal'.

1. The 'HKHFA Quality Product Seal' (hereinafter known as "the Seal") is the property of HKHFA. No unauthorized use of the Seal is allowed.
2. The Seal can only be used by current members of The Hong Kong Health Food Association (hereinafter known as "HKHFA"), and the use is only limited to the specific product(s) that is(are) awarded with the Seal by HKHFA (hereinafter known as "the Product").
3. The Seal can be used on the members' company printing materials in relation to the Product (including product label, product catalogue/leaflet, shop display), on company web page, publicity and advertising materials, and social media platforms (including but not limited to facebook, twitter, instagram, etc.).
4. The Seal may be proportionately enlarged or reduced to fit the size of the advertising and promotional material, but alteration of the design, color and font of the Seal is not allowed.
5. If a member has withdrawn or discontinued its membership with HKHFA, it should immediately withdraw and restrained from using the Seal on all materials, publicity and advertising materials, web page, and all materials as indicated in point 3 above.
6. HKHFA reserves the final right to change or amend the Seal as its absolute discretion, and reserves the final right to terminate or modify the terms and conditions on the usage of the Seal.
7. HKHFA reserves the right to withdraw the usage of the Seal of any member if the member has been convicted of any criminal offence within or outside Hong Kong, or has been found to have violated the HKHFA Practice Guideline Agreement, or the usage is considered by HKHFA as affecting the image of the association negatively without any compensation or damages. HKHFA also reserves the right for pursuing any legal actions against any wrongdoers.
8. The Seal on related Product is issued solely based on the information, documentation and reports submitted by the member company to HKHFA at the time of application. HKHFA bears no responsibility on the quality of the Product and does not act to promote or advertise the sales of the Product. In any cases there be any complaints and/or litigation due to issues of product quality control, product effectiveness, product claim, promotion, misrepresentation, and/or discrepancies from the information provided, the member company will bear full responsibility and hereby indemnify and keep indemnified the HKHFA against all claim, liability, damage, loss and expenses of any nature in the event that the HKHFA is claimed or held liable by any third party.
9. HKHFA's interpretation on the provisions of these Guidelines shall be final and conclusive. In case of dispute, HKHFA has the authority to make final and binding decisions without being liable for any lost or compensation.