

What you can and cannot say about your LCA registration in your marketing material



The LCA regularly encounters situations where registered companies make misleading claims in their marketing information or websites incorrectly implying that the LCA *accredits, approves* or *endorses* them or their products or services associated with legionella control.

In order to remove misunderstanding please see below examples of what you can say about your registration and what you cannot say.

You can say:

You are an LCA registered company, member or certified member of the LCA and you are regularly audited and assessed by them for compliance with their Code of Conduct for Service Providers and the Service Standards for those legionella control services for which you are registered.

You can also say that your membership of the LCA, the management systems you have developed and your compliance with the Code and Service Standards means that you are well placed to assist your clients in controlling the legionella risk associated with their water systems.

You cannot say:

You cannot say you, or any of your products, services or employees are authorised, approved, accredited, assessed as competent, endorsed, recommended, qualified, tested, verified etc by the LCA.

Any registered company that is found to be making misleading statements about the meaning of their LCA registration will be required to remove or amend the statement and failure to do so will result in disciplinary action.