What a Certified Hotel May Say

GUIDING QUESTION *Search your website, your job advertisements, your brochures, your email signatures and the printed material in your rooms for every mention of your certification. For each, ask whether a stranger who looked up your certificate in the public register would find that the claim matched it. Then ask whether the certifier's mark appears anywhere it might be read as certifying a product, a room or a service. Every mismatch is a promise the certificate does not make.*

Property: _____ Completed by: _____ Date: _____

How to use this sheet: work through the five parts with the people who own the process. The text in the left-hand columns comes from the book; the empty columns are for what is true in your property.

1. Verification Pact: what is commonly believed, what actually holds, and your property

What is commonly believed	What actually holds	In our property
«Certified means secure.»	Certified means a management system conforms to the standard within a scope. Security is not certified.	
«The certification mark is ours to use like a logo.»	It belongs to the certifier and is used under its rules.	
«Putting the mark on guest materials reassures guests.»	It suggests the service is certified, which the rules forbid.	
«We can show the accreditation symbol too.»	Only if the accreditation body's and certifier's rules allow it; often they do not.	
«A badge is the best employer branding.»	Serious candidates check. Precise claims and real practice attract them.	

2. What the standard requires, and what demonstrates it

From Table 4.10.a. The third column of the book (what is method, not requirement) is left out here: write what your property actually holds as evidence.

What is required	What demonstrates it in the hotel's communication	In our property
Claims within scope	Every mention states or links to the scope	
No product or service implication	No mark on key cards, room materials, confirmations or menus	
No misleading statements	No claims of being secure or fully protected	
Accreditation symbol per its rules	Symbol used only where expressly permitted, or not at all	
Change on suspension or scope reduction	A list of every place the certificate is mentioned, kept current	
Communication determined	One owner approving all uses of the certificate and marks	

3. The instrument: Table 4.10.b, What we may say

The instrument of this subchapter. The Berlin corrections, as a model for the list every certified hotel should keep.

Where	What was said	Problem	What may be said
Job advertisements	«Work at a certified secure hotel»	Wider than scope; certification does not certify security	«Our central IT department is certified to ISO/IEC 27001», with the hotel's real practices
Careers page	Certifier's mark beside the group's values	Suggests the whole group is certified	Mark with the scope stated, per the certifier's rules
Key card sleeves	Mark with «Your stay is protected to international standards»	Mark on a guest-facing item; implies service certification	No mark; sleeves withdrawn

Where	What was said	Problem	What may be said
Business cards	Accreditation body's symbol with the certifier's mark	Symbol used without permission	Neither mark on business cards
Booking confirmation	«ISO 27001 certified hotel» in the footer	Wider than scope; implies service certification	Removed
Tender answers	«Fully certified»	Wider than scope	Approved statement with scope and certificate number
Website	Badge in header on all pages	Suggests all hotels and activities are certified	Statement on one page, with scope and link to the register

The rows above are the book's; the empty rows are for lines your property needs to add.

4. Common mistakes: self-check

Common mistake	Present here? (Yes / Partly / No)	Where we see it
Claiming certification for the whole hotel when the scope covers one department.		
Presenting certification as proof that the hotel is secure.		
Printing the certifier's mark on key cards, room materials or confirmations.		
Using the accreditation body's symbol without permission.		
Letting marketing and human resources use the mark without reading the rules.		
Keeping no list of where the certificate is mentioned.		
Saying nothing at all, or burying accurate claims in disclaimers.		

5. Action plan

Step from the book / gap found	Action in our property	Owner	Deadline
Obtain and summarise the certifier's and accreditation body's rules on marks.			
List every place the certificate or any mark appears, with an owner for each.			
Narrow every claim to the scope and remove the word secure from certification claims.			
Remove marks from key cards, room materials, confirmations and other guest-facing items.			
Remove the accreditation body's symbol unless its use is expressly permitted.			
Write two or three approved statements and use only those.			
Build employer branding on the hotel's real practices, with the certificate as evidence.			
Prepare a short plan for what to remove if the certificate is suspended or changed.			

Step from the book / gap found	Action in our property	Owner	Deadline

In brief

A certified hotel says exactly what was certified: the standard, the scope in plain words, the certifier, and where to check. It never claims that certification makes it secure, never puts the certifier’s mark on anything a guest could read as a guarantee of the stay, and uses the accreditation body’s symbol only if expressly permitted. One person approves every use and keeps the list, the hotel’s employer branding rests on what it actually does, and a short plan is ready for suspension or change of scope.

Source: The Helm and the Lens, Volume 5b: The Lens, subchapter 4.10. This sheet does not reproduce the text of the standard; work with your own copy of ISO/IEC 27001:2022 from an authorised source.