WORKSHEET 4.12

Suspension, Withdrawal and the Certificate You Cannot Keep

Subchapter 4.12 · case in the book: Kuala Lumpur

GUIDING QUESTION

Spend fifteen minutes looking for your certification mark in places your system manager did not put it: the group brochure, the corporate rate sheet, the email footers, the back of the business cards, the banqueting folder, the recruitment page. Count how many of those you find. Then ask who in your organisation has ever read the rules governing where it may appear, and notice whether that person works anywhere near the ones producing the material.

This worksheet turns the tools of the subchapter into a form you can fill in. The texts come from the book; the empty columns are for your own property. Adapt it before use: an unadapted checklist is exactly what the book warns against.

Practical application: what to do in your property

Step (from the book)	Done?	What we found / owner
Build the inventory of every place the mark appears, with a named owner for each.		
Write one sentence naming the covered building, and send it with the artwork every time.		
Apply the test: does the mark sit beside the organisation, or beside something being sold?		
Spend twenty minutes a year with the departments that actually publish.		
Audit third-party listings and portals that carry claims you supplied.		
Ask about scope reduction when a problem affects part of what you hold.		
Write the sentence you would use to a client if the register showed you suspended.		
Never display an accreditation symbol on its own, in any format, anywhere.		

These steps are the book’s method, not requirements of ISO 45001. Evidence can take whatever form suits the property; a separate document is needed only where an applicable requirement, or the property’s own system, makes it necessary.

Verification Pact: what is believed, tested against the standard

What is commonly believed	What actually holds	Our position
«Suspension is what happens when a hotel is unsafe.»	It is what happens when confidence cannot be maintained, including for missed surveillance or misuse of the mark, with nothing wrong in the building.	
«The group is certified.»	The scope is certified. If the certificate names one property, only that property may make the claim.	

What is commonly believed	What actually holds	Our position
«We can put the mark on our spa page: the spa is inside the scope.»	The mark attests a system, never a product or service. Scope does not convert it into a service endorsement.	
«The accreditation symbol shows our certificate is genuine, so we display it.»	Accreditation is granted to the body. The symbol may never appear alone on your material.	
«The body will check our artwork before we publish.»	It will give you the rules and tell you what is wrong. Approving material it later audits is not open to it.	
«If a suspension is only about a logo, clients will understand.»	The public register shows status, not reasons. Nobody reading it can tell the difference.	

Common mistakes: a self-check

Mistake (from the book)	Present here?	Action / owner
Sending the artwork file to marketing without the rules that govern it.		
Letting a group-level document carry a mark held by one property.		
Placing the mark beside a service, a facility or an offer rather than beside the organisation.		
Displaying the accreditation symbol without the certification body's mark.		
Assuming the surveillance check on marks covers material produced in another department.		
Treating withdrawal and suspension as the same event with different words.		

Operative synthesis

- **A certificate is lost in ways that have nothing to do with whether a building is safe.** It is lost by not closing what was found, by not allowing a visit to happen at the required frequency, and by saying things about it that it does not support. The third of these is the one properties never anticipate, because it is committed by a department that has never heard of the standard, using a file somebody emailed it.
- The remedy is unglamorous and takes an afternoon: an inventory of where the mark appears, one sentence naming what is covered, and one test applied to every use: beside the organisation, never beside the thing being sold. A property with those three things cannot commit the error in this subchapter, and a property without them has no way of knowing whether it already has.
- **It is worth understanding why bodies treat misuse severely, because the severity is otherwise baffling.** The certificate is a claim made to third parties, and its entire value rests on those parties being able to rely on it. A misstatement does not harm the body and rarely harms the property in the short run; it harms the client who chose a supplier on the strength of it. That client is also, almost always, the reason the property bought certification in the first place.
- **In Kuala Lumpur nothing was wrong in the building.** A mark on a group brochure covering three hotels of which one was certified, a website line about a certified safe hotel operator, business cards at all three properties, a spa page, and an accreditation symbol standing alone in two places: fourteen months of circulation, a complaint from the client the certificate was meant to reassure, eleven weeks on a public register reading suspended, and four attempts before the body accepted an arrangement rather than a procedure. The system was never in question.

› **That leaves the question this whole chapter has been circling, and the volume now has to answer it directly.** If a certificate can be held by a property that is not running its system between visits, and lost by one whose system is sound, then a reader is entitled to ask what the document actually establishes, and what it cannot, however well the audit was conducted. Two subchapters remain before that answer, and the first concerns what happens when a property moves, merges or multiplies.

Action plan for our property

Action	Owner	Due	How we will know it worked

Source: Francesco Dore, The Helm and the Lens, Volume 3b «The Lens», subchapter 4.12. Edizioni Effedore, 2026. Clause references are paraphrased; this sheet does not reproduce the text of ISO 45001. It is not legal advice: health and safety law is that of the place where the property operates.