



EUROPEAN INJURY DATABASE / NETWORK OF DATA SUPPLIERS

**Network Co-ordinator (data controller): European Association for
Injury Prevention (EuroSafe)**

Rules for the use of the IDB logo

(Version of April 2020)

1. Background

The term “European Injury Data Base” (IDB) is an established trade mark for:

- The European surveillance and data exchange system, which is operated by the network of IDB data suppliers, and developed in the course of EU co-funded projects;
- The consolidated database contains data on non-fatal injuries treated in hospitals (A&E departments) and is hosted by the designated data controller (EuroSafe).

The original IDB word and design mark has been created in the course of previous projects in order to facilitate the communication about the system and the promotion of its use. So far, it has been used for marking:

- The database itself;
- Its methodological and organizational framework of the IDB-system (as laid down in various documents);
- Reports based on IDB data (as the report “Injuries in the EU”).

The current version combines the name IDB with the word mark of European Association for injury prevention “EuroSafe” (attached) and is the intellectual property of EuroSafe.



A high quality version of logo can be requested at: secretariat@eurosafe.eu.com

2. The logo as quality mark

Up to now the logo has been used just as visual identifier, but it shall also be used as a “quality mark”. One main objective of the IDB-Network is to enhance the data quality in order to making the IDB fit for being incorporated into the European Statistical System “ESS” and for producing comparable injury indicator(s) across the EU.

This requires strict rules for using of the IDB-logo by national partners.

The IDB logo shall be used for marking:

- The database itself;
- National data collection systems, which are in compliance with IDB-standards and requirements (as laid down in the IDB Operating Manual) and which deliver data to the joint data base. If this is the case, national data supplying organization are allowed to use IDB logo aside to the logo of the national system, in order to express that this system belongs to the “European family of injury data surveillance systems” and that it fulfils the European quality criteria;
- Hospitals, which collect and deliver data to national IDB systems. Such reference hospitals shall be encouraged to use the IDB logo in order to communicate that they participate in a European endeavour of assessing and preventing injury risks;
- Documents related to the system, issued by the IDB-Network (e.g. guidelines);
- Reports based on IDB data (e.g. EU level or national reports)

3. General procedure

The use of the IDB logo shall be granted when conditions laid down in this document are fulfilled. Responsible for the handling of requests is EuroSafe as coordinator. For the logo use an agreement has to be set up between EuroSafe and the user.

The use of the logo is granted automatically to the host of IDB data (data processor). The logo will be used by EuroSafe in all communications regarding IDB, if appropriate, e.g. homepage, guidelines, data reports, media communication, partner contracts.

4. Specific conditions

Conditions for national data coordinating bodies

- The use of the logo shall be granted, if the national data supplier is member of the IDB-network and delivers IDB data to the joint data base according to the latest IDB-quality requirements and data protection guidelines.
- The right of using the logo terminates with the membership in the network, according to the bylaws of the network AND/OR in case of deviation of data delivery from the IDB-requirements.
- Logo can be used on all promotion material as homepages, front pages of reports or other information material.

- The logo shall be used in addition to existing national name or trademark, in order to highlight that the national system is operating in partnership with the European injury data exchange mechanisms. If the IDB logo is used, it shall be used side by side to the national logo (same size) and can be explained by adding the wording: "Member of the EU IDB network".
- Any impression that the national system is operated by EuroSafe or a European authority has to be avoided.

Conditions for reference hospitals:

- The use of the logo may be granted for hospitals delivering IDB data either to the national member of the IDB-network (standard case) or directly to the joint database (non-standard case). In both cases the use of the IDB logo is bound to the fulfilment of the quality criteria set by the IDB-Network.
- The right of using the logo terminates at least one year after the last delivery of data according to the criteria.
- The logo as a composite mark shall acknowledge hospitals by adding the words ""Partner of the EU-IDB network"". This composite mark can be used in all promotion material as homepages, front pages of reports or other information material.

The permission can be withdrawn by EuroSafe at any time in case non-compliance of data collection with the IDB-quality requirements. The Network of IDB supplies will be informed about the reasons of such a decision to withdraw an earlier agreement that permitted logo-use.
