



EUROPEAN INJURY DATABASE /  
NETWORK OF DATA SUPPLIERS  
Network Co-ordinator: EuroSafe, Amsterdam  
IDB data controller: European Commission, DG Health

## Rules for the use of the IDB logo (Version of July, 2015)

### 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 maintained and developed in the course of EU co-funded projects.
- The consolidated database of national IDB-data sets hosted by DG Health, which contains data on non-fatal injuries treated in hospitals (A&E departments) which are publicly accessible through the webpage <https://webgate.ec.europa.eu/idb/>;

The original IDB word and design mark has been created (in slightly different versions) 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 previous design with the word mark of European Association for injury prevention “EuroSafe” (attached) and is the intellectual property of EuroSafe.



### 2. The logo as quality mark

*Working together to make Europe a safer place*

Up to now the logo has been used just as visual identifier, but it shall also be used as a “quality mark”. This requires strict rules for using of the IDB-logo by national JAMIE partners.

From 2012 onwards the IDB logo shall be available for:

- (As before) the database itself, hosted by DG Health;
- National data collection systems, which are in compliance with IDB-standards and requirements (as laid down in the IDB-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 can be granted when conditions laid down in this document are fulfilled. Responsible for the handling of requests is EuroSafe, more specifically the director of EuroSafe’s injury data programme, who operates under supervision of the EuroSafe-Executive Board and in consultation with the Network of IDB data suppliers. For the logo use an agreement has to be set up between EuroSafe and the user (IDB-partner).

The use of the logo is granted automatically to DG Health which host IDB data and make it publically available. 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 will 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 has to 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 be explained by adding the wording: "Partner of the EU injury monitoring network IDB".

- 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 IDB-Network coordinator responsible for the data handling (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-Manual.
- 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 injury monitoring network IDB"". This composite mark can be used in all promotion material as homepages, front pages of reports or other information material.

For both national data coordinating bodies and for individual hospitals it applies that:

- Permission of logo use shall be part of a more comprehensive set of agreements between national IDB-coordinating body (or hospital) and EuroSafe in view of IDB-data promotion at national level.
- Permission may be withdrawn by EuroSafe, more specifically the director of the EuroSafe IDB-programme 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.

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