

Official PRIA Statement Regarding Compliance:

PRIA has not certified any product or service as **PRIA** compliant, nor has it authorized any other organization to certify products or services as **PRIA** compliant. It has no plans to do so in the foreseeable future.

In the alternative, phrases such as “based on **PRIA** standards” or “incorporating **PRIA** standards” (or a specific standard and version reference) could be used by a vendor wishing to demonstrate and promote their commitment to a **PRIA** standard.

Background:

The Board is aware that some vendors are utilizing phrases such as “**PRIA** Compliant” or “compliant with **PRIA** specifications” in marketing their products. Additionally some jurisdictions are asking vendors to substantiate or verify that their products and services are “**PRIA** Compliant” or “compliant with **PRIA** specifications.” Claims and requests such as these are not accurate and can be misleading.

The use of phrases such as “**PRIA** Compliant” or “compliant with **PRIA** specifications” increases the likelihood of confusion or of misunderstanding as to the sponsorship, approval, or certification of the goods or services being marketed. Accordingly, vendors utilizing these phrases may have civil and criminal liability for deceptive trade practices under both federal and state laws. Recording jurisdictions requesting such assurances are contributing to the potential civil and criminal liability for the vendors.

The use of the **PRIA** name in association with marketing products in this fashion is not authorized by **PRIA**. **PRIA** urges all vendors to assess their marketing materials and remove any claims of compliancy with **PRIA** standards, especially for products that claim compliancy in an area where **PRIA** has not yet established a standard and has no plans to do so.