

## Use of the 'BMUS brand' on personal or private websites



BMUS is a leading UK organisation which promotes science and best practice in medical diagnostic ultrasound. It is NOT a professional regulatory body. Membership criteria for joining BMUS requires only an interest in medical ultrasound and does not require a formal, recognised qualification in ultrasound. Therefore since BMUS is a scientific society and not a professional body and in that respect membership does not infer competence to practice in medical ultrasound.

BMUS would like to clarify that the use of the BMUS brand, including the BMUS name and/or logo, on personal or private **is not** permitted by the Society. Whilst BMUS acknowledges that individuals hosting such websites may personally be members of the Society, it is imperative that members and any patient/client reading such websites appreciate fully that membership of BMUS does not in any way imply any level of competence or experience in the practice of medical ultrasound. Any member of the public who is attending for any ultrasound scan MUST ensure that the person who is to perform the scan is in fact qualified to practice in ultrasound and has the competencies required to perform the scan. (Alice can you put link here to our training qualification statement please as well)

The use of the BMUS brand **is not** permitted on any website other than those which have undergone scrutiny by BMUS to ensure that their use is appropriate. BMUS also controls the use of the Society's branding, including the logo, in respect of any courses which have BMUS endorsement.

Any mis-use of the BMUS brand will be referred to BMUS Council.

If you have any queries on this matter, please contact the BMUS Office [office@bmus.org](mailto:office@bmus.org).

**Julie Walton**  
**BMUS President**

**Statement dated: 9<sup>th</sup> July 2009**