

USB Certification;

- To provide services that are professional, customer-oriented and non-discriminatory in line with ethical rules,
- Objectivity, transparency and reliability to be our priority values,
- To provide training and support to its employees so that they can have sufficient technical infrastructure within the scope of continuous improvement by following up-to-date information and technologies in all the scopes of our services,
- To ensure that corporate social responsibility / sustainability principles are adopted,
- To increase customer satisfaction and to ensure continuous improvement by conducting research and studies in line with the needs of our business partners,
- To stay away from all kinds of commercial, financial and other concerns that may affect the result and impartiality of the certification process,
- Preserving and strengthening the current financial structure and to ensure the sustainability of the processes within the scopes of our services,
- To fulfill the legal requirements and all standards, rules and programs that it is obliged to comply with within the scope of the services it provides,
- Adding value to the society and the countries we serve with our activities,
- To continuously increase the effectiveness of our management systems and activities in the face of changing conditions to manage change,
- To communicate the changed rules and practices to all relevant parties without delay,
- To contribute to the work of accreditation bodies, program owners and policy makers for the development of standards and rules,
- To be a trustworthy brand in the certification, inspection and verification activities,
- To be an organization that can provide certification, inspection and verification services in all geographies at a global level, manage technology well and establish a traceability system,
- To be a brand that ensures that the services provided by USB Certification is maintained in accordance with the sustainable development goals and climate change goals published by the United Nations undertakes.

**NESRİN SERİN**  
**Founder & General Manager**  
21.07.2023