

# Code of Conduct



1. Cause no harm, pain or fear. This is the ethical principle that has guided medical professionals for centuries it is also our underpinning principle.
2. We will combine positive reinforcement training techniques with an understanding of natural dog behaviour to educate owners, with the aim of achieving as far as possible, well socialised, well behaved dogs and good citizens on both ends of the leash.
3. We oppose the use of techniques and equipment that harm or scare the dog(s).
4. We will conduct ourselves honestly, professionally and compassionately and perform these services within the guidelines of this code.
5. We shall continue to develop additional skills and knowledge by keeping ourselves informed of advances in the field of canine behaviour, by sensibly evaluating developing theories and training methods, and promoting them in a manner that will best serve our client(s).
6. We will use and advocate training methods that rely on positive, force free techniques.
7. When designing training and behavioural modification programs, we will take into account the physical and psychological wellbeing of our client(s) and the individual dog(s). Furthermore, we shall endeavour to incorporate responsible caring ownership into their training.
8. We may guarantee in general, satisfaction with our services, but should avoid promising specific training outcomes or results, as the client is responsible for the application and consistency of the training.
9. We should determine and recognise our own professional limits and abilities, be open and honest with client(s) and where necessary refer client(s) to another practitioner.
10. We will respect the privacy policy and the data protection act; shall not disclose any information pertaining to our client(s) or their dog(s) without the client's written permission.

11. We should at all times be aware that the client(s) has called us in as a professional and should conduct our behaviour with tact and sympathy and strive to become people orientated in our dealings with clients.
12. We shall respect the views and independence of other dog trainers and behaviour practitioners, and shall not publicly decry their conduct, methods or opinions unless the conduct, method or opinions could be considered as abuse.
13. We shall maintain professional relationships with our clients. We shall not exploit such relationships for improper personal, professional or financial gain, nor seek inappropriately to impose our own values on clients.
14. We shall at all times conduct our work considering the health and safety of ourselves, our client(s) and the welfare of their dog(s). we shall also consider our health and safety responsibilities to the general public and maintain a valid public liability and / or professional indemnity insurance policy.
15. This Code of Conduct is a living document and will be developed to reflect adaptive dog training methods.