



Puppy School Code of Conduct

The purpose of this code is to establish minimum standards for the practice of puppy training to which all Tutors and Assistants should comply.

1 Principles

- 1.1 Tutors shall practice with integrity and shall recognise their responsibility to clients, client's puppies and society in general. The welfare of clients and their puppies shall be paramount.
- 1.2 Tutors shall maintain a professional relationship with clients that shall not be exploited for personal, professional or financial gain.
- 1.3 Tutors are responsible for continuing their own personal and professional development (minimum of 15 hours annually) by undertaking training and being up-to-date with new theory and practice. This should include the appraisal of new methods and techniques in order to extend experience. Tutors are required to record their attendance at such events on the Puppy School Record of CPD, which should be presented to the Regional Manager at the class visit. Tutors failing to complete the required 15 hours within a 12-month period will be given 6 months to attain the additional CPD – failure to do this will result in the tutor's name being removed from the ABTC register until such time that they can show they have met the requirements.
- 1.4 Tutors shall not lay claim, directly or indirectly, to qualifications or affiliations they do not possess. They shall recognise their own level of competence and shall not attempt to practice beyond it, but shall encourage clients to seek alternative forms of assistance if they feel that group puppy training is not appropriate.

2 Practice

- 2.1 The training methods and/or equipment used in training shall be consistent with the principles of kindness and fairness to clients and dogs. Coercive or punitive techniques and/or equipment shall not be used or recommended by Tutors.
- 2.2 The following equipment shall not be used by Puppy School Tutors:
 - Pet Corrector – emits a hiss of loud hiss of compressed air
 - Puppystop – emits a high-pitched sound
 - Remote controlled spray collars
 - Automatically triggered spray collars
 - Anti-bark collar – emits a spray directed into dog's nose
 - Training discs
 - Liquid sprays
 - Loud noises e.g. rattle cans/bottles/chains/keys
 - Throw stick/chain
 - Strong smelling substances e.g. smelling salts/Bite Back
- 2.3 The following punitive methods shall not be used by Puppy School Tutors:
 - Pinching – ears/feet/toes
 - Hitting
 - Biting (of dog)
 - "Alpha roll"
 - Any manhandling that causes pain, fear or discomfort
 - Shouting, intimidating or aggressive behaviour

3 Obligations

- 3.1 Tutors shall abide by and observe the terms laid out by their Franchise Agreement at all times.
- 3.2 Tutors shall abide by and observe the rules and regulations of Puppy School at all times.
- 3.3 Tutors shall not endorse any other club or organisation on behalf of Puppy School, even if they, themselves, are a member.
- 3.4 Tutors shall carry public liability professional indemnity insurance.
- 3.5 Tutors shall not disclose any information about any client which comes to their notice as a result of their professional relationship with the client, or to make public any record, in any form, of their dealings with a client, except where required to do so by rule of law, by Puppy School, or where the client has consented to the nature and extent of the disclosure.
- 3.6 Tutors shall agree to be spot checked at any time without prior notification.
- 3.7 Tutors shall do nothing to bring Puppy School into disrepute.
- 3.8 Tutors shall be required to abide by the requirements of the Data Protection Act (DPA) 1998 at all times.

4 Personal Conduct

- 4.1 Tutors shall conduct themselves in their professional activities in a way that does not damage the interest of the recipients of their services and does not inappropriately undermine public confidence in their ability to carry out their professional duties.
- 4.2 Tutors shall not attempt to secure or accept any financial or material benefit from recipients of services provided beyond that which has been contractually agreed.
- 4.3 Tutors shall not allow their professional responsibilities or standards of practice diminished by considerations of religion, sex, race, age, nationality, party politics, social standing or any other extraneous factors.
- 4.4 Tutors shall refrain from practice when their physical or psychological condition is impaired as a result of drugs, alcohol, illness or personal stress.
- 4.5 Tutors shall maintain adequate standards of safety during the use of equipment for professional practice.
- 4.6 Tutors shall use their professional knowledge, research and experience to contribute to the discipline of puppy training, whilst encouraging others to recognise and maintain similar standards. They should also contribute to the education and training of other tutors by sharing knowledge and experience.
- 4.7 Tutors shall be careful to ensure that, when making statements relating to puppy training, they are clear to state whether this is the view of them as an individual, or as a representative of Puppy School or another organisation. Opinions shall be honest and reliable, whilst maintaining objectivity in judgements.

- 4.8 Tutors shall not mislead or deceive clients, make unsubstantiated claims about their services, exaggerate or create unjustifiable expectations about the prospects for success.
- 4.9 Tutors shall not claim superiority, nor shall they disparage fellow tutors or members of other organisations and/or professions.

5 Adjudication

- 5.1 Advice and direction on all matters of principal and of conduct can be obtained from Puppy School Head Office. Any serious complaint or dispute arising shall also be dealt with by Puppy School Head Office.