



## **Puppy SCAMS South Africa: Breeder Code of Ethics**

Puppy Scams South Africa (PSSA) is dedicated to promoting ethical breeding practices and ensuring the well-being of puppies and their new owners. The following Code of Ethics outlines the standards and responsibilities that all authenticated breeders must adhere to. By joining PSSA, breeders agree to uphold these principles and maintain the highest level of integrity and care in their breeding practices.

### **1. Ethical Conduct**

- Breeders must conduct themselves with honesty and integrity in all dealings with potential and current puppy buyers.
- Breeders must not engage in any deceptive or fraudulent practices, including but not limited to false advertising, misrepresentation of the health or breed of puppies, or any form of scam.

### **2. Health and Welfare**

- Breeders must ensure that all puppies are healthy, well-cared for, and raised in a safe and clean environment.
- Breeders must provide proper veterinary care, including regular check-ups, vaccinations, and necessary treatments to maintain the health of their breeding dogs and puppies.
- Breeders must follow all their own Code of Conduct agreed to with their Registrar of record with regards to the health and welfare of their dogs.

### **3. Purchase Contract**

- All breeders must have a purchase contract with potential buyers.
- Breeders must provide documentation of health tests upon request to potential buyers and PSSA.
- Breeders must ensure that the purchase contract sets out clear rules and guidelines of what is expected of the buyer and the contract must be discussed and signed with both parties. If any complaint might be raised in the future against a breeder, this will be one of the first documents that PSSA will request for investigation purposes including registration documentation if applicable and proof of microchip and vaccination records.

### **4. Vaccination and Microchipping**

- Breeders must ensure that all puppies are vaccinated according to veterinary recommendations and breed standards, before they are sold.
- Breeders must ensure that all puppies are microchipped and provide the microchip details to the new owners. Some breeders do prefer to keep this record and if so, it must be specified in the purchase contract and explained to the buyer.

## **5. Socialization and Care**

- Breeders must ensure that puppies are properly socialized and exposed to various environments and noises, people, and other animals where possible, to promote well-rounded temperaments.
- Breeders must provide adequate nutrition, exercise, and enrichment to support the physical and mental development of puppies.
- Breeders must adhere to their own Code of Conduct to when it is good practice for a puppy to leave, PSSA cannot prescribe that but the minimum guideline is 8weeks for most breeds.

## **6. Transparent Practices**

- Breeders must be transparent with potential buyers about the breeding practices, health, and history of the puppies.
- Breeders must provide potential buyers with all necessary information, including health records, vaccination schedules, and microchip details.

## **7. Responsible Placement**

- Breeders must take care to place puppies in suitable homes, ensuring that potential buyers understand the responsibilities of pet ownership and the specific needs of the breed.
- Breeders must have a signed agreement between themselves and the potential buyer and it should also contain the wellbeing and care of the puppy's future.

## **8. Compliance with Laws and Regulations**

- Breeders must comply with all municipal, provincial, and national laws and regulations pertaining to animal welfare according to the Animal Protection Act 71 of 1962 and all amendments.

## **9. Continuous Improvement**

- Breeders must strive for continuous improvement in their breeding practices by staying informed about the latest advancements in canine health, genetics, and welfare.
- Breeders must be open to feedback from buyers and PSSA to improve the quality and ethics of their breeding programs.

## **10. Home Visits**

- Breeders must agree to home visits conducted by representatives from Puppy Scams South Africa to ensure compliance with this Code of Ethics. These visits may be conducted in person or by electronic video calls.
- During these visits, breeders must allow PSSA representatives to inspect the living conditions of the breeding dogs and puppies, review health and vaccination records, and verify that ethical breeding practices are being followed.



## Agreement

By signing this Code of Ethics, I, the undersigned breeder, agree to abide by the principles and standards outlined above. I understand that failure to comply with this Code of Ethics may result in the revocation of my authenticated status with Puppy Scams South Africa.

- Breeder Name: \_\_\_\_\_
- Registrar Name and Number: \_\_\_\_\_
- Kennel Name: \_\_\_\_\_
- Signature: \_\_\_\_\_
- Date: \_\_\_\_\_

Puppy Scams South Africa

Promoting ethical breeding practices and protecting puppy buyers.