



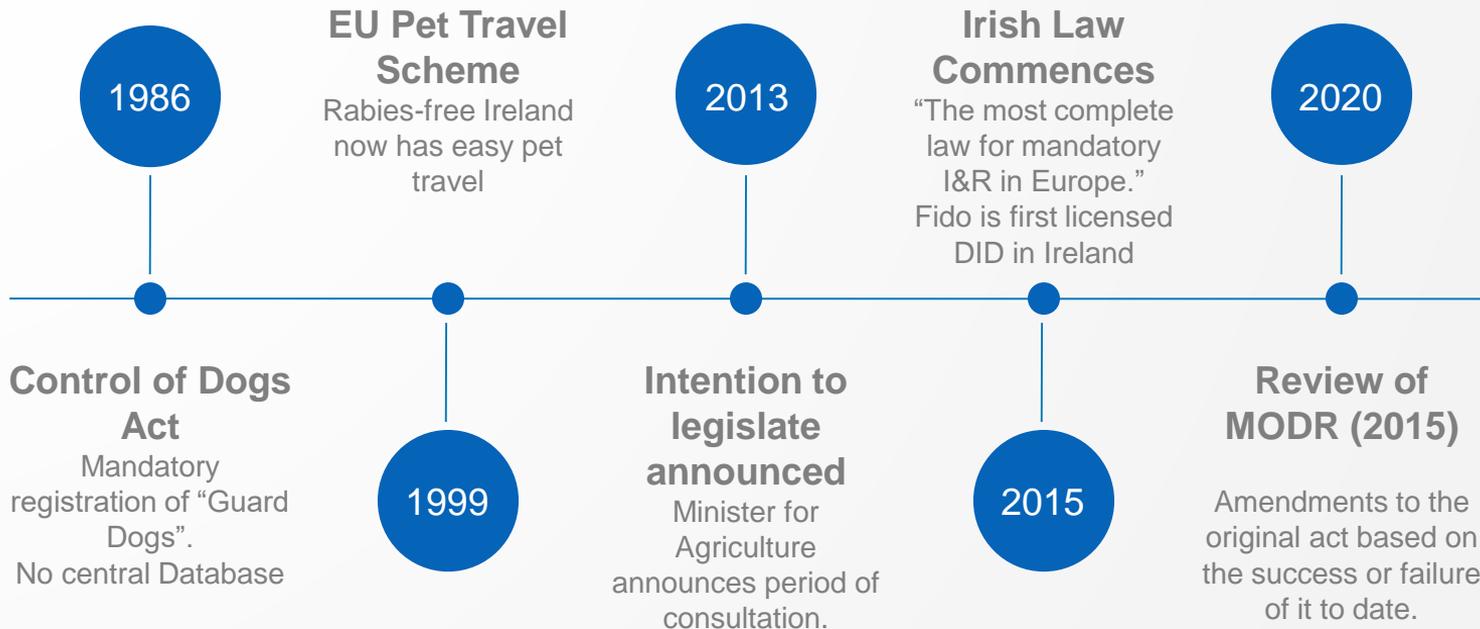
Dr Finbarr Heslin, MVB, M.R.C.V.S. IVIS Limited

IVIS owns and runs the Fido Database in Ireland under license from the Irish Ministry of Agriculture

IVIS owns and runs the Chipworks Database in the UK under license from DEFRA .

Irish Identification and Registration

A brief timeline



Initial Ministerial Consultation Period



Members of the public
in open consultation



Current Database providers



EPN, the critical
central registry



Veterinary representative
groups

Multiple drafts involving
legislators



Staged introduction



Importance of previously
chipped animals



Education of the public



Nine key components of a good legislative framework



Ireland

Active engagement with existing clients is mandated under law to ensure the data is current



The image shows a 'DOG MICROCHIPPING CERTIFICATE' form from Fido.ie. At the top, it features the Irish harp logo and the title 'DOG MICROCHIPPING CERTIFICATE'. Below the title, it states 'Based in accordance with Section 6(1) of the Microchipping of Dogs Regulations 2010' and 'The details as set out on this certificate are those of the current owner of this dog as stored by Fido.' The form includes fields for 'Issuing Authority: fido.ie' and 'Microchip Number:'. There are two QR codes on the right side. The form is divided into several sections: 'Pet Details' (Dog Name, Date of Birth, Breed, Colour, Markings, Gender), 'Implanter Details' (Date of Implantation, U.I.C. of Implanter, U.I.C. of Registrar), 'Owner Details' (Registered Owner), and 'Address where normally kept:'. A barcode is located below the 'Address where normally kept:' section. At the bottom, there is a 'DETACH HERE' line, followed by 'Owner Details' (Name, Address, Telephone Number, Mobile Number, Email Address), 'Microchip Number:', and 'PIN:'. A final barcode is at the very bottom. A note at the bottom states: 'It is very important to check that the details on this certificate are correct. It is your responsibility to keep your contact details up to date and inform Fido of any changes to them.'

Statutory Requirement for Hard Copy Certificate

- Expensive but has advantages
 - It ensures that the contact details are correct
 - Allows corrections to be made by the owner
 - Is the basis of the change of ownership process.

U.K. and Northern Ireland – 4 legal jurisdictions

Obligation lies with clients under law to ensure the data is current

Microchip Registration Certificate
Issued on 29/09/2019
Please keep this document in a safe place

CHIPWORKS
The name to remember with

Tim McMullen
11 Chestnut Hill
Nash
Co. Kildare
Ireland

BT098RX

Registration details

Microchip no.	95800000125001
Name	Goon
Species	canine
Breed	Collie
Gender	male
Date of birth	01/02/2018
Colour	bk
Markings	

Owner/keeper PIN **34201**

Contact details

Email	info@fido.ie
Phone	079688555
Phone 2	
3 rd party name	
3 rd party phone	

Transfer of Ownership

TRANSFER OF KEEPERSHIP

If you are the new keeper, to transfer this microchip registration into your name, please log in at <https://www.chipworks.co.uk/portal-login> using the 15 digit microchip number in the "Identity" field and the 5 digit take keepership PIN in the "Password/PIN" field.

Microchip no.	95800000125001
Take keepership PIN	32362756

You will then be able to enter all your contact details and any new name you have chosen for your pet. Please remember to provide your email address as part of the registration so that we can send you a confirmation email with details of how to log in to view the registered details, make changes and download the registration certificate.

Chipworks Data Ltd
The Barn, Chipworth Farm
Co. Fifeild Road
Newry, Co. Down
BT41 5GL

Tel +44 (0) 330 1 070958
Email info@chipworks.co.uk

www.chipworks.co.uk

Registered in England No. 13566388

CMV/C 2019

Statutory Requirement for Soft Copy Certificate

- Cheaper than hard copy
- email or SMS for 2 step authentication
- Then emailed Certificate
- Allows for mistakes to be corrected
- Is the basis for Transfer of Keepership

Component 9 – WHO IS IN CHARGE?



Enforcement



Can utilize IT rather than personnel to enforce a large percentage of this (e.g. at advertiser level)



Simple message to the owner -

YOU MUST BE IN POSSESSION OF A CERT WITH CORRECT, UP-TO-DATE, CONTACT INFORMATION.

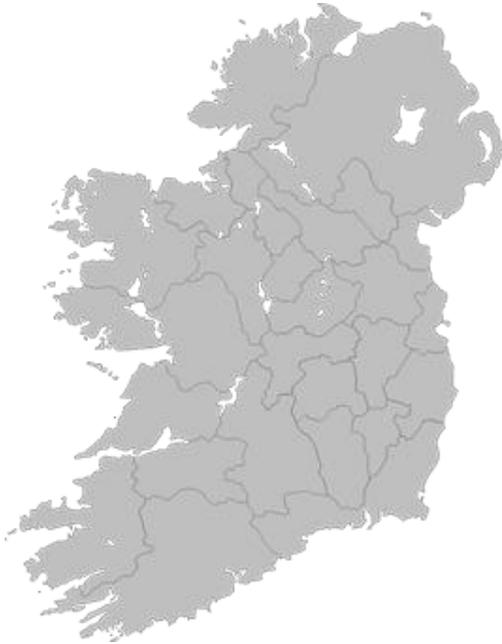


Yearly campaigns to keep stored details up to date. Vets and other professionals encourage this.



Hard copy certification hugely increases the compliance with this.

How successful has it been?



Ireland



No known accurate measure of pet population



Legislation only applies to dogs.



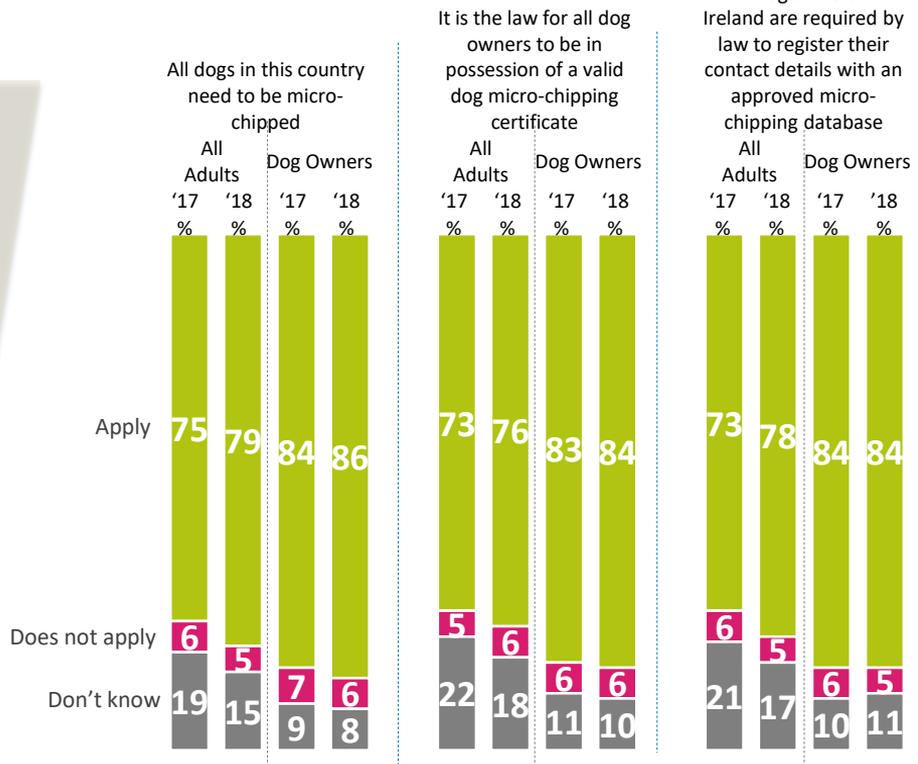
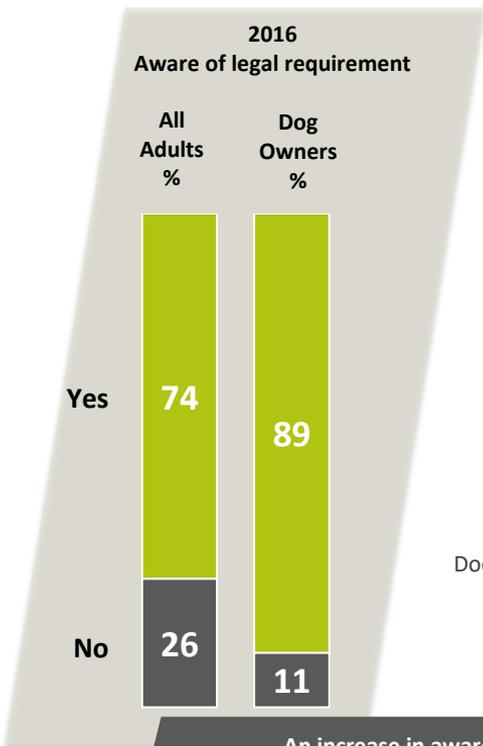
Traditionally, has not been a very compliant country in animal control (e.g. dog license numbers since 1986 are very low).



Microchipping of Dogs Regulations 2015 is seen as a success.

Awareness of legal requirement to have dogs micro-chipped

Base: All Adults Aged 16+ – 1,004/3,694,000



An increase in awareness about micro-chipping requirements this year, both among the general population and dog owners.

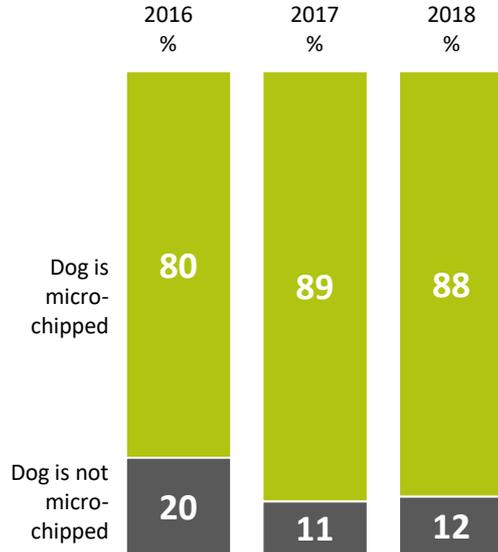
2016 Q. Are you aware that since 31st March 2016, it is a legal requirement in Ireland for dogs to be microchipped?



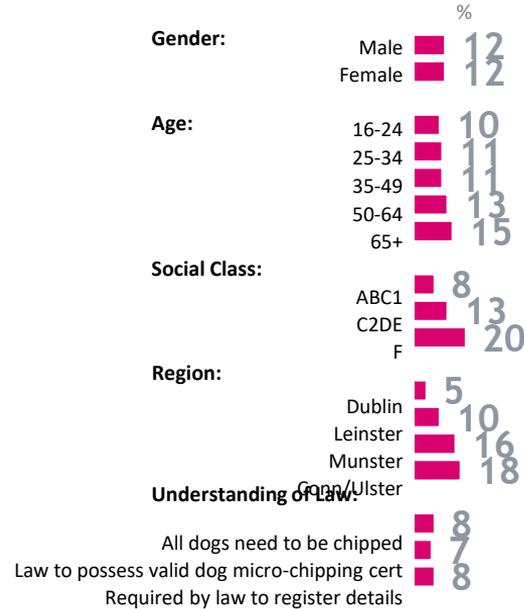
Q.14 Looking at these statements can you indicate which of these requirements apply in Ireland?

Incidence of micro-chipping

Base: All dog owners – 1,009/1,460,000



Dogs not micro-chipped x Demographics



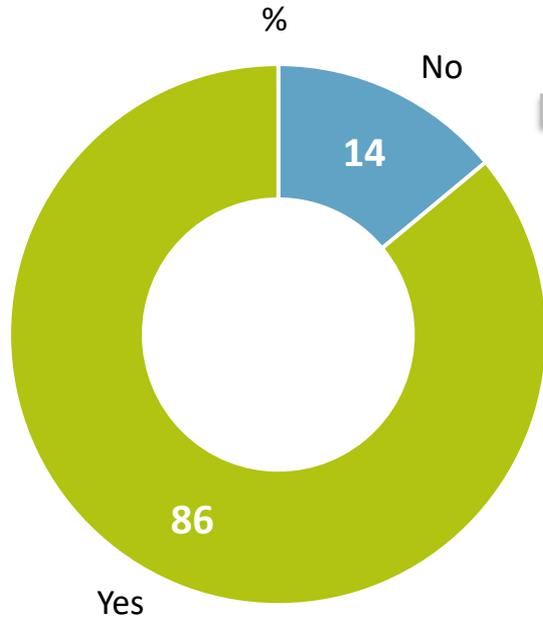
Micro-chipping of dogs marginally more likely among younger owners of dogs and is much less likely to have been undertaken among the farming community and those in Munster and Connacht/Ulster.



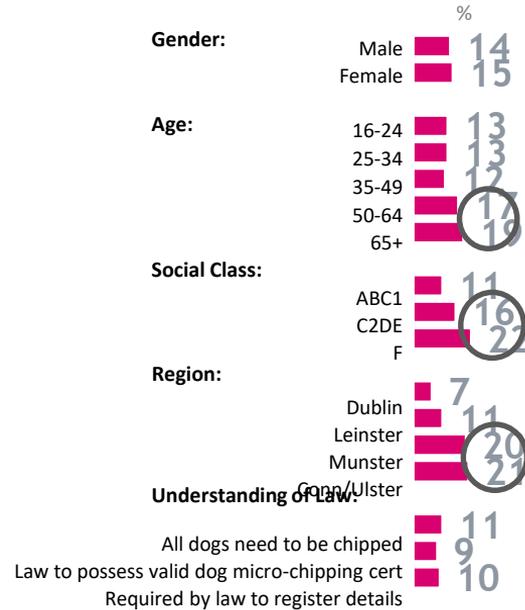
You mentioned earlier that you are a dog owner. Could you please answer yes or no to each of the following questions. I would like to remind you that your answers are confidential and that none of the answers given will be attributed to you.

Incidence of having up-to-date micro-chipping cert

Base: All dog owners – 1,009/1,460,000



Do not have an up-to-date cert x Demographics



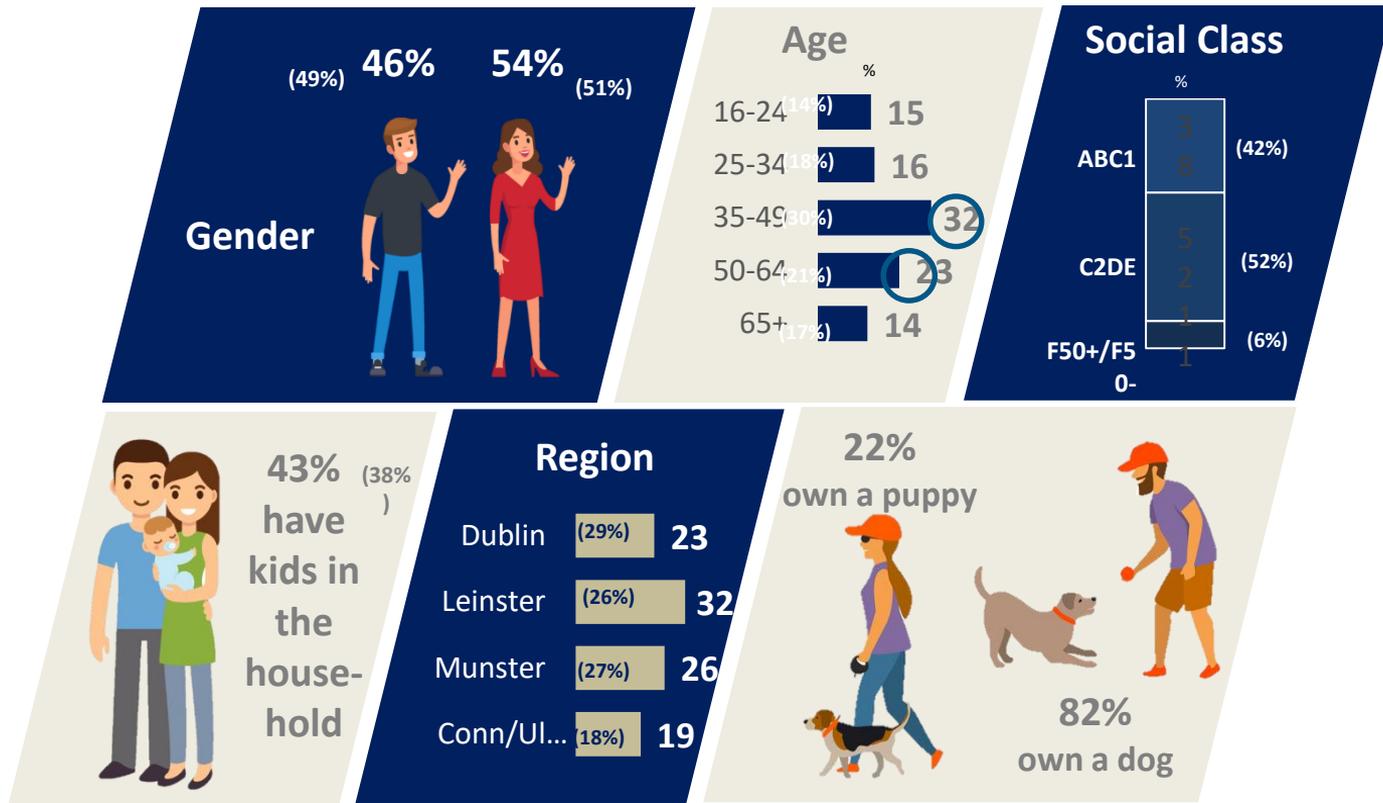
Older adults, those in Munster and Connacht/Ulster and/or those who are part of the farming community are less likely to have a valid micro-chipping cert.



You mentioned earlier that you are a dog owner. Could you please answer yes or no to each of the following questions. I would like to remind you that your answers are confidential and that none of the answers given will be attributed to you.

Profile of dog owners

Base: All adults 16+ - 1,010/1,466,000





- **A practicing small animal veterinarian from Ireland, involved in animal welfare for 26 years.**
- **He is CEO of the Irish Database, “Fido”, and the UK Database, “Chipworks”.**
- **He has worked with many animal welfare organisations**
- **Executive Secretary and Board Member of the European NPO and NGO, Europetnet**



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