

“PetSAFE”

HOW PET REGISTRATION CAN REGULATE THE ONLINE PUPPY TRADE



Michel Schoffeniels, President EUROPETNET

Julia Mundl, International Campaign Manager FOUR PAWS

(updates done after the Berlin conference on slide 8)



WHY ARE WE HERE?

Suggest how to end illegal puppy trade online

Overview of this session:

- What is the problem?
- Why EUROPETNET & FOUR PAWS?
- What is our suggested solution?



WHAT IS THE PROBLEM?

- Cruelly “produced”, illegally imported, often sick puppies bring huge profits for illegal dealers
 - **Classified ad sites** are mains sales channel: hardly regulated, anonymous use, dealers disappear
 - EU countries investigated online pet trade ads: Illegal transports, lack of trader identification, fake pet IDs. Conclusion: e-commerce control needs to be strengthened.
- **Our approach:** Make the online trade safe and block market access for unscrupulous dealers. **Only registered dogs can be advertised by traceable sellers.** FOUR PAWS & EUROPETNET partner up for a solution.



WHY EUROPETNET?

- Runs a **central European reference registry**, which tells in which database details on a pet are stored (e.g. for re-uniting with owner)
- **47 pet registration databases from 26 countries (EU & Europe)**
- **Stores over 92 million datafiles on pets**
- **Over 20 years experience** in monitoring fraudulent activity



WHY FOUR PAWS?

- International Animal Welfare Organization
- 15 offices worldwide: Europe (AT, D, CH, NL, UK, BG; European Policy Office in Brussels), USA, ZA, AUS, Southeast Asia
- Working over 12 years on illegal puppy trade; focus on online trade since 2016
- Developed “Model Solution” to regulate the online puppy trade in 2019

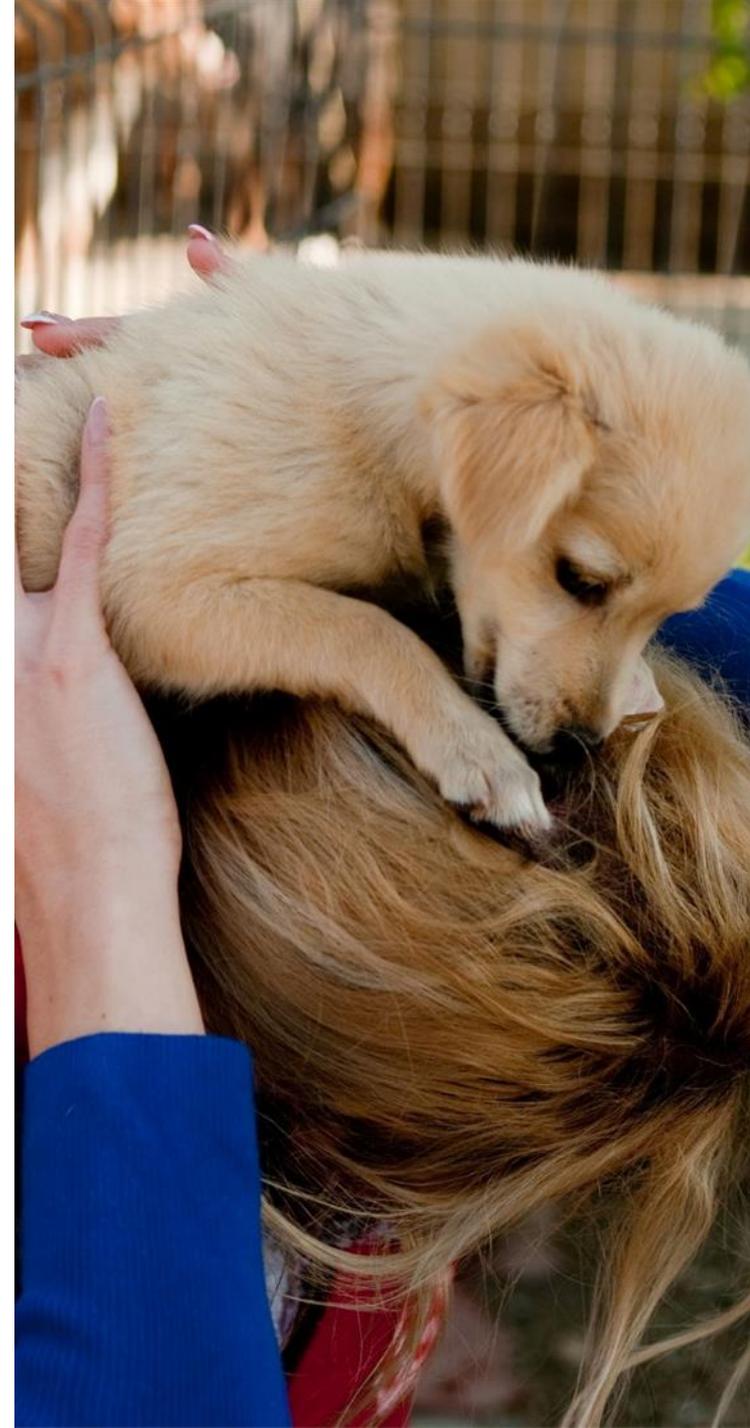


OUR SOLUTION: „PET SAFE“

Only registered dogs can be advertised online, by traceable sellers.

Benefits:

- ✓ Simple solution for classified sites and users
- ✓ All puppies must be registered before sale
- ✓ Responsible sellers can sell online, illegal competitors lose access
- ✓ Authorities can trace puppies and sellers in the event of future contentions
- ✓ Increases consumer protection & improves animal welfare
- ✓ Government can increase tax revenues



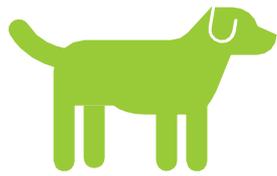
FULL TRACEABILITY AND A REGULATED ONLINE MARKET



With this process authorities can identify the origin of any animal, as well as involved stakeholders.



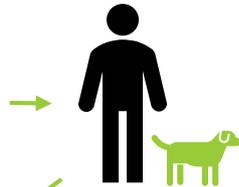
Classified ad sites can verify pet registrations via automated checks with pet registration databases



Dog X



Registering
vet



Breeder



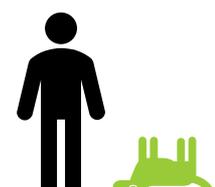
Seller /
Shelter



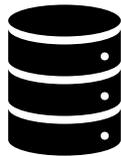
1st Owner



2nd Owner



Last Owner
announces death



Register(s) for dog
businesses
(Animal Health Law 2021)



National Pet
Registration
Database(s)



International Overview
Site: Europetnet

Interface (API) with EUROPETNET that can access
national pet registration databases

WHAT WILL BE CHECKED WITH PetSAFE?



Seller provides registered chip & mobile phone number to classified ad site

If both chip & phone are registered, a one-time code is sent to the listed phone to post the ad live

Only once a dog's registration is verified can the ad go live.
Fraudulent copy-pasting of information in other ads will not be impossible.

Information that could be verified, additionally to registration check*:



About the dog: Age, breed, country and date of registration



About the seller:

- Establishment registration number (to distinguish private and commercial)
- Potentially name, address (only items subject to GDPR regulations)



* Depending on technicalities, participating registries, availability of the data in the pet registries.

WHAT IS NEEDED?

- ✓ **Reliable data inside the pet registries** (identity-verified owners, no fake names, esp. when it becomes a sales requirement)
- ✓ **EU wide mandatory Identification and Registration (I&R)** in compatible and harmonized systems
- ✓ Add the AHL establishment registration number to the dog's file in the pet registry

NEXT STEPS:

Together with volunteer pet registries and classified ad sites we will implement a pilot project in the next three months. It shall provide a framework for national legislation to control online advertisements.



HOW YOU CAN HELP?

1. Demand a strict implementation of the EU Animal Health Law in Germany
2. Push for mandatory I&R in all EU countries, to ensure a pan-European traceability (Finland and Czech Rep. expected to implement I&R by 2020/2022)
3. Sign our petition for regulating the online puppy trade and for mandatory I&R in Germany: vier-pfoten.de/welpenhandel
4. Learn more about this solution at www.four-paws.org/tracingthetrade



Tracing the Trade:

The FOUR PAWS Model Solution
for full traceability across
the EU online puppy trade



RELIABLE PET AND OWNER REGISTRATION IS THE KEY TO ENDING THE ILLEGAL ONLINE PUPPY TRADE



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If you want to get involved in "PetSAFE", have questions or feedback, please contact us.

THANK YOU!

Contact:

office@vier-pfoten.org

#TracingTheTrade, www.four-paws.org/tracingthetrade

