



[www.cookridgecaninecare.co.uk](http://www.cookridgecaninecare.co.uk)

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## Code of Conduct

DO NO HARM. This is the ethical principle that has guided medical professionals for centuries; it is also my underpinning principle.

I will combine positive reinforcement training techniques with an understanding of natural dog behaviour to educate owners. This is with the aim of achieving, as far as possible, well-socialised, well-behaved dogs and, good citizens on both ends of the lead!

I oppose the use of techniques and equipment that harm or scare the dog.

I will conduct myself honestly, professionally and compassionately and perform these services within the guidelines of this code.

I shall continue to develop additional skills and knowledge by keeping myself 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 my clients.

I will use and advocate training methods that rely on:

- ▶ Eliciting and reinforcing desired behaviours
- ▶ Inhibiting or discouraging unwanted or potentially dangerous behaviours, teaching what is an acceptable level and style of punishment.
- ▶ A reward-based approach, naturally minimising aversive techniques.

When designing training and behavioural modification programs, I will take into account the physical and psychological wellbeing of my client and the individual dog(s). Furthermore, I shall incorporate responsible caring ownership into their training.

I will always endeavour to exceed your expectations with my services but cannot promise specific training outcomes or results.

I shall determine and recognise my own professional limits and abilities, be open and honest with clients and where necessary refer clients to another practitioner.

I will respect the privacy policy and the data protection act; shall not disclose any information pertaining to my clients or their dog without the client's written permission.

At all times, I will be aware that the client has called me in as a professional and shall conduct my behaviour with tact and sympathy and strive to become people orientated in my dealings with clients.

I 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.

I shall maintain professional relationships with my clients. I shall not exploit such relationships for improper personal, professional or financial gain, nor seek inappropriately to impose my own values on clients.

I shall at all times conduct my work considering the health and safety of myself, my client and the welfare of their dog. I shall also consider my health and safety responsibilities to the general public and maintain a valid public liability and/or professional indemnity insurance policy.

This code of conduct is a living document and will be developed to reflect adaptive dog training methods.