



The Standards of Practice provide a framework of principles to convey a collective principle of professionalism, skills, and values in positive reinforcement-based training. As members / certifiants (collectively referred to as “members”), each individual member will undertake the following:

- To understand and promote Least Intrusive, Minimally Aversive (LIMA) and positive grooming, training, behaviour, and veterinary work.
- To continue professional development by reading relevant material, attending conferences, workshops, and seminars; and pursuing other educational opportunities.
- To review and understand source material and academic texts for information.
- To abstain from representing grooming, training, behaviour, and veterinary information as scientific, unless the information is derived from peer-reviewed and published research.
- To refrain from offering guarantees regarding the outcome of grooming, training, behaviour, and veterinary work.
- To always maintain professionalism through:
 - Providing your services honestly
 - Treating animals and clients respectfully
 - Valuing and preserving the privacy of clients
 - Maintaining professionalism with colleagues and other professionals.

Professional Code of Ethics

The Professional Code of Ethics was created to set forth guidelines for members. Any member is subject to termination of membership, revocation of certification, and/or other disciplinary actions if they: (a) are convicted of a felony that involves violence against people or animals (b) engage in conduct which could lead to conviction of a felony, or a misdemeanour, related to their qualifications or functions; (c) engage in cruelty, abuse, or neglect of animals or humans, crimes against humanity or of violence against animals or humans, (d) fail to cooperate with the organization at any point from the inception of an ethical complaint through the completion of all proceedings regarding that complaint. Any member, or member applicant, who wishes to appeal the termination may do so in accordance with the complaints process.

Principle I: Responsibility to Clients

1.1 Groomers/Trainers/Behaviour Consultants/Veterinarians provide professional assistance to persons without discrimination on the basis of race, age, ethnicity, socioeconomic status, disability, gender, health status, religion, political beliefs, national origin, or sexual orientation.

1.2 Groomers/Trainers/Behaviour Consultants/Veterinarians are aware of and comply with applicable laws regarding the reporting of animal bites and suspected abuse or neglect.

1.3 Groomers/Trainers/Behaviour Consultants/Veterinarians respect the right of clients to make decisions regarding their pet's management and care. Groomers/Trainers/Behaviour Consultants/Veterinarians consultants are responsible for helping clients understand the potential consequences of those decisions.

1.4 Groomers/Trainers/Behaviour Consultants/Veterinarians obtain informed consent from clients before videotaping, audio recording, or permitting third-party observation.

1.5 Groomers/Trainers/Behaviour Consultants/Veterinarians obtain signed waivers, contracts, or agreements prior to the start of services.

1.6 Groomers/Trainers/Behaviour Consultants/Veterinarians ensure and oversee the safety of clients, animals, and the public in implementing grooming, training, behaviour, or veterinary programs.

PCP Addendum

1.7 Groomers/Trainers/Behaviour Consultants/Veterinarians create for clients, students, and colleagues a learning environment safe from harassment, including sexual harassment, in all work settings including industry-related social events, sessions, and conferences.

Principle II: Confidentiality

2.1 Groomers/Trainers/Behaviour Consultants/Veterinarians do not share confidential information that could reasonably lead to the identification of a client, or prospective client, research participant, or other person with whom they have a confidential relationship unless they have obtained the prior written consent of the client, research participant, or other person with whom they have a confidential relationship.

2.2 Groomers/Trainers/Behaviour Consultants/Veterinarians keep accurate and complete records of all clients, their animals, services provided, and the conclusion of the services provided.

2.3 Groomers/Trainers/Behaviour Consultants/Veterinarians provide referring veterinarians with professional feedback on services provided and grooming, training or behaviour plans to improve continuity of care and ensure the collaborative relationship between health and grooming, training, and behaviour professionals.

Principle III: Professional Competence and Integrity

3.1 Groomers/Trainers/Behaviour Consultants/Veterinarians work to minimize the use of aversive stimuli and maximize the effective use of positive reinforcement to modify animal

behaviour through a Least Intrusive, Minimally Aversive (LIMA) based approach.

3.2 Groomers/Trainers/Behaviour Consultants/Veterinarians maintain competence in their trade through continuing education.

3.3 Groomers/Trainers/Behaviour Consultants/Veterinarians maintain adequate knowledge of, and adhere to, applicable laws, ethics, and professional standards.

3.4 Groomers/Trainers/Behaviour Consultants/Veterinarians provide truthful advertising and representation concerning their qualifications, certifications, experience, performance, and pricing of services.

3.5 Groomers/Trainers/Behaviour Consultants/Veterinarians refrain from providing guarantees regarding the specific outcome of grooming, training, behaviour, and veterinary plans.

3.6 Groomers/Trainers/Behaviour Consultants/Veterinarians provide full disclosure of potential conflicts of interest to clients and other professionals.

3.7 Groomers/Trainers/Behaviour Consultants/Veterinarians work within their professional education and individual expertise.

3.8 Groomers/Trainers/Behaviour Consultants/Veterinarians seek help and education when confronted with complex or difficult cases, and refrain from taking cases beyond their professional experience.

3.9 Groomers/Trainers/Behaviour Consultants/Veterinarians do not advise on problems outside the recognized professional education and certifications, and do not provide advice or recommendations in areas of veterinary medicine or family counselling unless licensed and qualified to do so.

3.10 Groomers/Trainers/Behaviour Consultants/Veterinarians do not permit employees, subcontractors, or supervisees to perform or to hold themselves out as competent to perform professional services beyond their training, level of experience, and competence based on certification and education.

3.11 Groomers/Trainers/Behaviour Consultants/Veterinarians exercise care when stating their professional recommendations and opinions through public statements.

Principle IV: Responsibility to the Profession

4.1 Groomers/Trainers/Behaviour Consultants/Veterinarians are respectful of colleagues and other professionals and do not condemn the character of their professional acts, nor engage in public commentary, including commentary in public presentations, written media or on websites, internet discussion lists or social media, that is disrespectful, derisive, or inflammatory. This includes cyberbullying, that is, the use of electronic media for deliberate, repeated, and hostile behaviour against colleagues.

4.2 Professional Groomers/Trainers/Behaviour Consultants/Veterinarians maintain adequate professional liability insurance coverage.

Principle V: Financial Arrangements & Truthful Representation of Services

5.1 Prior to entering any professional relationship, Groomers/Trainers/Behaviour Consultants/Veterinarians clearly disclose and explain to clients all financial arrangements and fees related to professional services.

5.2 Groomers/Trainers/Behaviour Consultants/Veterinarians represent facts truthfully to clients, third-party payors and students regarding services rendered.

Principle VI: Advertising

6.1 Groomers/Trainers/Behaviour Consultants/Veterinarians accurately represent their competencies, education, training, and experience relevant to their trade.

6.2 Groomers/Trainers/Behaviour Consultants/Veterinarians do not use titles that could mislead the public concerning the identity, responsibility, source, and status of those practicing under that name.

6.3 Groomers/Trainers/Behaviour Consultants/Veterinarians correct, wherever possible, false, misleading, or inaccurate information and representations made by others concerning the consultant's qualifications, services, or products.

6.4 Groomers/Trainers/Behaviour Consultants/Veterinarians do not represent themselves as providing specialized services unless they have the appropriate education, training, or experience.

6.5 Groomers/Trainers/Behaviour Consultants/Veterinarians refrain from making misrepresentations regarding marketing and logos for which the practitioner is no longer eligible and remove logos and claims of certification when no longer maintained by the practitioner.

6.6 Groomers/Trainers/Behaviour Consultants/Veterinarians agree to use the most current logos and follow the recommended usage of said marketing materials.

6.7 Groomers/Trainers/Behaviour Consultants/Veterinarians shall not commit business fraud, plagiarism or copyright infringement, misuse or misappropriation of logos, trademarks, theft of intellectual property, slander, or libel.